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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. This intelligent balance between substance and style places us singularly to provide world-class training and consultancy to an increasingly competitive hospitality market.

"Fling Bar Services are true professionals with a tremendous work ethic and one of kind passion for beverages in general."

"The training was a huge success and we see the return in terms of revenue, profitability and more importantly guest satisfaction, incl comments on tripadvisor"

"What a wonderful job, thank you so much"



WHY WORK WITH US?

- Highly motivational training courses that reduces employee turnover
 - Driven by innovation, enthusiasm & uncompromising quality standards
 - Increased repeat custom through improved guest satisfaction
 - Interactive training keeps trainees intrigued, inspired and involved
 - Improved sales through proven salesmanship techniques
 - Highly adaptable to regional and logistical challenges
-

OUR CLIENTS

MIDDLE EAST

Anantara Hotels & Resorts
Al Bustan Palace Ritz Carlton
Bulgari Dubai
Burj al Arab
Four Seasons Hotels
Hyatt Hotels Corporation
Jumeirah Hotels & Resorts
Jumeirah Restaurant Group
Kempinski Hotels & Resorts
Mondrian Doha
One&Only Resorts
Radisson Blu Hotels
Ritz Carlton Dubai
St Regis Hotels & Resorts

SOUTHERN ASIA

Anantara Resorts, Maldives
Cinnamon Hotels & Resorts
Constance Hotels & Resorts
Dusit Thani Maldives
ITC Kakatiya
JW Marriott Pune
JW Marriott Maldives
LUX* Maldives
Nautilus Maldives
Niyama Maldives
One&Only Resorts
Soneva Fushi
St Regis Maldives
Velaa Private Island

EUROPE

Corinthia Hotel
Budapest Four Seasons Hotels
Grand Hotel Europe
Hotel Bellevue, Losinj
Les Roches , CH
LUX* Bodrum
InterContinental Park Lane
Pine Cliffs, Algarve
Radisson Blu Hotels & Resorts
Radisson RED Brussels
Raffles Istanbul
Stapleford Park, UK
The Grove, London
Four Seasons, Madrid

AFRICA

Conrad Cairo, Egypt
Constance Hotels & Resorts
D2 Nairobi, Kenya
Esseque Zalu Zanzibar
Four Seasons Casablanca
Four Seasons Sharm El Sheikh
Hotel Sahrai
Hilton Middle East & Africa
Hyatt Hotels Corporation
LUX* Resorts
Mazagan Beach Resort
One&Only Cape Town
Radisson Blu Kigali
Sheraton Grand Conakry

FAR EAST

InterContinental Hong Kong
InterContinental Shanghai
Jumeirah Nanjing
Kerry Hotel Beijing
Peninsula Hong Kong
Peninsula Shanghai
Raffles Shenzhen
St Regis Hotels & Resorts
Sofitel Foshan
The Mira Hong Kong
W Hong Kong
Wanda Hotels

SOUTH EAST ASIA

Alma Resort, Vietnam
Anantara Hotels & Resorts
Banyan Tree Bangkok
Banyan Tree Lang Co
Chipmong Group
Conrad Bali, Bali
Hard Rock Desaru
Laguna Resort & Spa, Bali
Nusa Dua Hotel & Spa, Bali
Peninsula Manila
Sheraton, Hanoi, Vietnam
Six Senses Yao Noi

AMERICAS & THE CARIBBEAN

Baha Mar
Four Seasons Anguilla
Galley Bay Resort
Jumby Bay, Antigua
Mahogany Bay, Curio Hilton
Mandarin Oriental Canouan
Mustique Private Island
Resorts World Bimini
Rosewood Las Ventanas
Silsands Grenada
Silverseas Luxury Cruises
The Loren, Bermuda

DRY PROPERTIES

Al Faisaliah Hotel
Anantara Banana Island, Doha
Bay La Sun Resort, KSA
Four Seasons Kuwait
Four Seasons Tunis
Mövenpick Hotels & Resorts
Nespresso Middle East
Nofa Resort Riyadh
Park Hyatt Jeddah
Time Hotels, Dubai



CONSULTANCY

“Crucially, they improved speed of service for cocktail preparation. Control improved and our bar revenue out-performed budget, so we got our ROI.”

PRE-OPENING AND SUPPORT

We understand the pressures of delivering a premium beverage product right from day one. Our attention to detail, commitment to hands-on implementation, adaptability to regional and logistical challenges and uncompromising quality standards allow us to offer unrivalled support for your team from project to operation.

- We will develop and implement a signature beverage product in line with your property's concepts, location and luxury status
 - We provide comprehensive theory and practical training for selected beverage staff including Fling Bar Services' signature training courses and content
 - We provide support for the organisation and delivery of pre-opening events and an immediate response to the unforeseen issues that occur during opening and pre-opening programmes
 - We can create detailed outlet-specific operational manuals to ensure the consistent and sustainable delivery of all standards and procedures implemented by our team during the opening period
-

"Fling have a passion for creativity that has led to a range of innovative cocktails in our properties that neatly match the venue concepts"

"Our award winning team have many cocktail competition & industry accolades including finalists in the "educator of the year" category at Imbibe Magazine's awards."



BEVERAGE MANAGEMENT

As your beverage management representative, our responsibility is to work with your venue, property or group to deliver improved beverage revenues through marketing promotions, menu and drink development, and training. Ensuring customers have awareness of opportunities and driving beverage sales and profit.

As an independent company, we would be able to work with all local suppliers to ensure that the brand marketing opportunities and venue promotional activities and beverage revenues are maximised.

CONCEPT DEFINITION

Looking for the right concept for your venue? Our senior team provide brand-defining concept development for beverage outlets, bars and bar/restaurants.

Through analysis of our clients requirements and appraisal of the project information, we conduct thorough market research of existing venues in the catchment area and consider local and regional culture, guest mix and potential footfall to create the concept profile, identity and USP's. From this, the philosophy, business forecasts, staffing and operational recommendations are outlined.



BAR DESIGN

We bring first hand experience of what works and is needed for a bar to run efficiently and effectively. Having worked on many styles and shapes of bar from hotel lobby, to beach bar, to destination urban chic. Be it a long bar, island bar or dispense we can support your designers with industry expertise. We will review concept design, review design layout for bar area in detail, and comment on a large equipment selection.

MENU DESIGN

The menu is often the first interaction your guest will have with your beverage product. While it is important to ensure your drinks are great, we believe that the visual impact is as important as the written word. It has been well established that the design and layout of a menu can affect your guests' choices and that, with a bit of planning, your menu can increase turnover without any change in food and beverage costs. This becomes especially relevant in the hotel and resort sector where table service is de rigueur and the majority guests never actually make it to the bar. As the menu is often the only interaction your guests will have when choosing their libation, it is an important tool in getting across the information you want them to have.



COURSES

"The training was able to set some sleeping souls on fire and taught beginners a lot of interesting new things about the products."



MENU DEVELOPMENT AND TRAINING

Your beverage menus should be a reflection of the bar itself; celebrating the concept, driving sales and keeping your bar on your guest's lips.

OUR PROCESS

We will create a bespoke cocktail selection based on the outlet concepts with an equal product mix of classic, contemporary and innovative signature cocktails.

Our program designs the beverages in conjunction with the bar team giving them ownership and passion in the beverage product as well as a keen understanding of the building blocks of the drinks that are created.

We work closely with kitchens using ingredients and supplies already prevalent through the food operation to ensure a bond between the food and beverage product.

Once finalised, the cocktails are fully trained for the correct recipes, procedures, presentations and story behind the drink.

We conduct a full equipment, glassware and spirit audit and review of bar efficiency and create detailed outlet-specific operations manual documenting all beverage standards, recipes and operating procedures.

DURATION:

2 Weeks

NUMBER OF OUTLETS:

1-3

COST:

\$7500

PROFESSIONAL BARTENDER COURSE

All the skills and theory to turn your staff into consummate professionals.



REQUIREMENTS:

None.

THE PEOPLE

Understanding the role of the bartender; customer service; the customer journey; observation, anticipation and communication.

THE PRODUCTS

An introduction to alcohol; beer production, styles & service; wine production styles & service; spirit production, styles & service.

THE TOOLS

Equipment and glassware recognition; station management; drink presentation; professional garnish procedures and ingredient preparation.

THE TECHNIQUES

Professional drink making theory and procedures; pouring and measurement; build, stir, shake, pass, layer, muddle & blend.

THE DRINKS

Classic cocktails I (popular classics) and international cocktails; origin, history, recipe, procedure, presentation & service.

CERTIFICATION

Examination and graded PBC Fling Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 12

COST:

\$3750

ADVANCED BARTENDER COURSE

In-depth knowledge and advanced techniques to take your team to the next level.



REQUIREMENTS:

FBS accredited PBC certificate.

THE PEOPLE

An insight into the history of the bartender and the effects of world events on the modern bartending trade.

THE PRODUCTS

The history of alcohol; origin, history, etymology, production & styles of vodka, gin, tequila, rum, cachaça, brandy, whisk(e)y, sake, aperitifs & liqueurs.

THE TOOLS

Advanced equipment and glassware recognition, history & use; contemporary garnish procedures and ingredient preparation.

THE TECHNIQUES

TASTE© - signature cocktail analysis; breaking down classic techniques for an in-depth understanding of cocktail structure and the building blocks of mixology.

THE DRINKS

Classic cocktails II (essential classics) and signature concept cocktails; origin, history, recipe, procedure, presentation & service.

CERTIFICATION

Examination and graded ABC Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 12

COST:

\$3750

MASTER BARTENDER COURSE

The pinnacle of beverage training to turn your bartenders into master craftsmen.



REQUIREMENTS:

FBS accredited ABC certificate.

THE PEOPLE

An detailed look at famous and internationally renowned bars, bartenders and drinkers and how they have shaped modern day bartending.

THE PRODUCTS

Up-selling; speciality spirit knowledge; vodka, gin, tequila, rum, cachaça, brandy & whisk(e)y brand USP's, comparisons and tastings.

THE TOOLS

Specialist equipment recognition, history & use; signature garnish procedures, contemporary infusions and home-made ingredients.

THE TECHNIQUES

Advanced TASTE© - breaking down contemporary and cutting-edge techniques; cocktail classifications; an introduction to molecular mixology.

THE DRINKS

Classic cocktails III (lost classics), signature concept cocktails, modern twists, competition and molecular cocktails.

CERTIFICATION

Examination and graded MBC Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 12

COST:

\$4000

NON-ALCOHOLIC BEVERAGE COURSE

Bespoke course for spas, dry hotels, and healthy drink menus.



REQUIREMENTS:

None.

THE PRODUCTS

The ingredients, their qualities, flavour and health benefits including their history and origin.

THE TOOLS

Equipment and glassware recognition; station management; drink presentation; professional garnish procedures and ingredient preparation.

THE TECHNIQUES

Professional drink making theory and procedures; pouring and measurement; build, stir, shake, pass, layer, muddle & blend.

THE DRINKS

Classic & international non-alcoholic cocktails; iced tea, iced coffee, lemonade, fruit, herb and spice-based cocktails; recipe, procedure, presentation & service.

CERTIFICATION

Examination and graded NBC Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 15

COST:

\$3750

F&B SUPERVISOR COURSE

The understanding and knowledge required to strike the perfect balance between team development, product quality, the customer experience and the business objectives.



REQUIREMENTS:

None.

OVERVIEW

Just as chefs, bartenders, baristas and sommeliers need to have solid skills and in-depth knowledge of their trade, to be successful as a manager means you've invested a great deal in your education and career development.

This course covers the duties and responsibilities required to be fully conversant in the role of F&B Management. From observing and training staff to complaint handling and stock management to supplier relations. Give your management the chance to hone their knowledge and skills, learn the latest trends and have the assets to enable a smoother running operation.

CERTIFICATION

Examination and graded FBC Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 8

COST:

\$3750

TRAINER DEVELOPMENT COURSE

Give your star performers the skills to pass along the knowledge.



REQUIREMENTS:

FBS accredited PBC certificate. (Run in conjunction with PBC).

OVERVIEW

This course aims to train members of your team to deliver on-going, sustainable training standards. Run in conjunction with our Professional Bartender Course, we guide the designated trainers through training methods and practical training solutions, while giving practical training experience.

Trainers will run a full Professional Bartender Course, under the supervision of our consultant trainer. This means you will be gaining trained Professional Bartenders and Trainers at the same time.

The course can be run with different Fling training courses also.

CERTIFICATION

Examination and graded FBC Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 5

COST:

\$4500

WINE TRAINING COURSE

In depth wine training specifically designed for hospitality service.



REQUIREMENTS:

None.

OVERVIEW

This practical wine course can be implemented immediately into the live service of your restaurant or bar. We have passionate and knowledgeable professionals with years of experience waiting to help your team.

Your team will learn the fundamentals of wine including knowledge on grape varieties and winemaking. They will learn to masterfully open, pour and decant wines and employ salesmanship, customer service and upselling techniques.

THE SOMMELIER

Sommelier & Wine Service.

THE LIST

Training is catered to your house wine list and matched with your food pairings.

CERTIFICATION

Examination and graded Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 12

COST:

\$3750

BARISTA TRAINING COURSE

The art and technique of professional coffee making.



REQUIREMENTS:

None.

OVERVIEW

The term **"Barista"** describes a skilled coffee professional; someone with an in-depth understanding of coffee and a high level of ability in all aspects of its preparation.

Including comprehensive knowledge; breaking down coffee from its romantic origins to the rise of the global coffee chains; investigating the geography, classification and production of coffee from planting to grinding.

Our barista course covers; station management, espresso extraction, milk steaming, classic recipes, contemporary techniques, equipment maintenance and trouble shooting.

CERTIFICATION

Examination and graded FBC Fling Bar Services Accredited Certificate.

DURATION:

35 Hours /
5 Days

PARTICIPANTS:

Up to 12

COST:

\$3750

BAR WAITER COURSE

Ensure the whole beverage team is fully equipped to deliver your menu. This program gives your team the knowledge and sales skills they need.



REQUIREMENTS:

None.

OVERVIEW

The bartenders are trained to deliver stunning drinks and guest experience. The menus are designed with stylish, contemporary cocktails to promote your venue concept with the perfect drink for every customer. Now let us give your serving staff the knowledge to sell them.

This specialised course focuses on ensuring bar waiters have full understanding of the ingredients, techniques, presentation, sales points and service of your beverage product.

We combine elements from our professional bartender and menu development courses to ensure the whole team is on song.

DURATION:

18 Hours /
3 Days

PARTICIPANTS:

Up to 15

COST:

\$2000



BESPOKE TRAINING PACKAGES

We understand that each property is unique and though our courses offer a wide variety of professional training for any team, we are capable of developing bespoke training programs to fit the needs of your venue.

If you would like to find out more, please send an email to our team at hello@flingbarservices.com.



CASE STUDIES

"We now present a one of a kind beverage program in the Kingdom of Saudi Arabia, the perfect fusion between traditional values and modern drinks culture."



Q'BARA

THE FORT COMPLEX, WAFI CITY, DUBAI

Beverage management for a contemporary Arabesque restaurant and lounge with five separate bars covering 13,000 square feet and 400 covers.

We recruited, trained, and managed a team of 15 dedicated beverage staff as well as aided in the development of the venue concept itself.

Following the creation of an entire beverage menu concept, we oversaw the execution of a comprehensive pre-opening beverage training strategy.

AWARDS

'Best New Bar', 2014 | TimeOut Dubai Nightlife Awards (Highly Commended).

'Best Newcomer', 2014 | TimeOut Dubai Restaurant Awards

'Best Restaurant of the Year', 2014 | Arabian Business Awards

'Best Middle Eastern Restaurant', 2014 | BBC Good Food Awards

'Favourite Middle Eastern Restaurant', 2015 | What's On Dubai Awards

'Best MENA Restaurant', 2015 | Timeout Dubai Restaurant Awards



We developed a unique and widely acclaimed cocktail selection with an equal focus on non-alcoholic options. In addition, we incorporated techniques such as **rotary vacuum evaporation** and sous vide infusion to take the drinks a step further.

By liasing with beverage suppliers, we provided the venue with **exclusive brands and imports**. What's more, we also sourced **bespoke glassware** and equipment such as rotary evaporators, sous vide machines, smoking guns, and ice carving tools.

The signature "Za'groni" cocktail was selected as part of **Campari's Worldwide Negroni** marketing campaign.



INTERCONTINENTAL PARK LANE

LONDON, UK

The Intercontinental is a modern luxury hotel in the heart of Mayfair, London. Our consultants created and developed a full cocktail menu inspired by the Royal Collection - one of the largest and most widely distributed collections of art in the world. This was employed in conjunction with full bar and cocktail training, as well as operational support and product development.



INTERCONTINENTAL SONAR

KOLKATA, INDIA

A short drive outside of Kolkata, the Intercontinental Sonar is an elegant and paradisaical location. Here, we created and employed a bespoke cocktail menu as well as carried out full training for the bar staff. We also advised in product development and provided operational support.





SALT OF PALMAR

MAURITIUS

A new brand launch on an island resort featuring a sustainable and local product. We provided pre-opening and opening support, bar skills training, as well as designing all-inclusive and premium beverages for the resort.

PIERCHIC, JUMEIRAH RESTAURANT GROUP

DUBAI, UAE

Pierchic are a restaurant group that requested a bespoke training program. We developed a "train-the-trainer" system for them while also completing cocktail menu creation and providing pre-opening and opening support.





GOLD ON 27

BURJ AL ARAB, DUBAI

We developed the beverage concept around the iconic nature of the Burj Al Arab as a flagship for Dubai. The cocktail stories wound around the growth of the city from a simple pearling village perched on the edge of the largest continuous stretch of sand desert on earth, to one of the fastest moving and most dynamic cities in the world.

To coincide with the menu, we designed and commissioned several lines of **bespoke, artisanal glassware** and presentation pieces, including a **signature Burj al Arab shaped ice mould**. In order to elevate the cocktail offering beyond the ordinary, we incorporated contemporary and scientific production techniques such as **rotary vacuum evaporation, centrifugal clarification, sous vide ageing, pressure infusion, nitrous foam, smoking, and aromatised fogs**.



JUMEIRAH, NANJING

NANJING, CHINA

As part of this grand hotel opening, we provided bespoke cocktail menu creation, starting ahead of time with off-site development. We also implemented bar training in dual languages across the five venues within the property. In addition, we assisted in product development, recommendations, and pre-opening support.



RAFFLES, SHENZHEN

SHENZHEN, CHINA

An iconic and luxurious urban hotel opening with world famous bar concepts. This project required a signature cocktail menu and bar training in dual languages. In addition, we assisted in product development, recommendations, and pre-opening support.





TAMBA

WORLD TRADE CENTRE MALL, ABU DHABI

Tamba is an Indian-inspired restaurant and bar aspiring to reimagine flavours with a contemporary twist, while maintaining the social element of traditional Indian dining. They required turnkey opening support from us and we were delighted to provide this through comprehensive training, coordinating the set up and organisation of the bars to maximise efficiency and aesthetic appeal, creating a bespoke operational manual, and developing a signature cocktail menu for them. We also provided operational support throughout pre-opening events and further through the transition from project phase to operation.





For the cocktail menu we developed a **signature serveware selection**, including a base range and individual concept pieces. We also designed and commissioned certain signature pieces of equipment, including **branded ice stamps**.

In order to set the menu apart, we incorporated contemporary production techniques such as **sous vide infusion, lecithin foams and nitrous foams**. For these techniques we sourced the equipment to use, including extra pieces such as smoking guns and ice carving tools.

Trainees at Tamba were given additional training to not only certify them with a FBS accreditation but also UKBG and IBA also.

THE NAUTILUS

MALDIVES

A stunning 5 star remote island resort in the Maldives. Here, our consultants not only developed a signature cocktail menu, but also assisted in sourcing equipment, developing products, creating a bar manual, and carrying out full bar skills training for the team.



RAFFLES ISTANBUL

TURKEY

A luxury hotel opening with six restaurants and bars, including world famous concepts such as the "Writer's bar" and "Long bar". Our consultants delivered bar and cocktail training, as well as developed a completely bespoke cocktail menu.



RADISSON BLU AJMAN

AJMAN, UAE

Part of a five star hotel opening featuring seven restaurants and bars. This project required cocktail menu creation, bar training, OS&E and glassware sourcing, as well as bar manual creation and overseeing an opening program.

RADISSON BLU, ROYAL ASTORIJA

VILNIUS, LITHUANIA

A corporate development program in an established urban property. This was a shorter project of 2 and a half weeks, delivering cocktail menu creation, bar training, and product development.





FUME

PIER 7, DUBAI MARINA

Fume is an American-style neighbourhood eatery boasting a 150 cover bar and restaurant. We curated the beverage operation for them, recruiting a team of 6 dedicated beverage staff, aided in the development of the venue concept, and commissioned signature pieces for them. This includes a retro hand-cranked ice crusher pictured above.

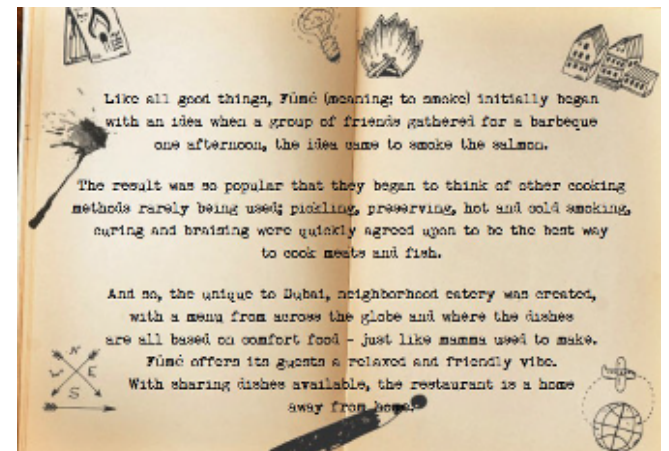




We developed a fun and unusual cocktail selection that fell in-line with the venue concept itself. For this we incorporated contemporary production techniques such as sous vide infusion, smoking, pressure infusion, and nitrous foam.



For the development and training we sourced equipment such as sous vide machines and smoking guns, carried out a comprehensive pre-opening training plan, and created a bespoke operational manual to for use after the consultation.



To coincide with the cocktails, we also created the beverage menu concept and layout, featuring off-the-wall and humorous cocktail descriptors to generate online discussion, promote positive interaction and ultimately drive sales and revenue.

JUMEIRAH AL WATHBA

ABU DHABI, UAE

A luxury hotel resort and spa opening in the desert featuring seven restaurants and bars. This project required cocktail menu creation, bar training, OS&E and glassware sourcing, as well as bar manual creation and overseeing an opening program.



FOUR SEASONS BURJ ALSHAYA

KUWAIT CITY, KUWAIT

A contemporary and luxurious dry hotel featuring six restaurants and bars. This project saw the creation and implementation of a complete and bespoke non-alcoholic beverage program, including developing a signature cocktail menu, sourcing glassware and fully training the team.



REQUEST EXAMPLES OF OUR DESIGN WORK

In addition to our consultancy services, we offer menu design, logo and identity design, and labelling and packaging design.

If you are interested in seeing examples of our work, please contact us for our separate design brochure.

THANK YOU

Thank you for taking the time to read through our case studies. To find out more, or to work with us, please contact us using the details below.

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FLING BAR SERVICES

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