



IBA
European
Training Center

05.11.17 - 17.11.17 | Tallinn

IBA International
Bartenders Course
Europe 2017



IBA ACADEMY

Introduction

The IBA Academy, founded by the International Bartenders Association (IBA) proudly presents the 13 days IBA International Bartenders Course Europe 2017.

The course will be presented at the IBA European Training Center in Tallinn from 5th November to 17th November 2017.

Hosted by



International Bartenders Association

Sponsors



Co-sponsors



Organization

IBA Academy, in conjunction with
EBA (Estonian Bartenders Association) and
FBSK (Finlands Bartenders och Supporters Klubb).

Location

Estonia, Tallinn
Arrival: Sunday, November 5
Departure: Friday, November 17

Accommodation



Sokos Hotel Viru

Viru has been a symbol and milestone through the ages – a legend, in which you feel the real of Tallinn heart. Time has shaped Viru into something unique and genuine - here you get something you will not find anywhere else. Right in the middle of everything and everyone. The widest range of room types, restaurants, entertainment facilities, relaxation services, conference and banquet centre, shopping mall and the "must see" KGB museum all under the same roof. You're invited with open arms into the present moment and box seats with a view on Tallinn's life. Your meaningful moments in Viru will remain within you, us and within the legend of Viru.

Superior rooms have everything – comfort, more space, twin beds and parquet floors. Once upon a time, there was family who wanted more than just a stay in a hotel. They enjoyed every moment of the day and at the end of the day they had a relaxing sleep in their comfortable beds. Our Superior rooms tell stories like this.

<https://www.sokoshotels.fi/en/tallinn/sokos-hotel-viru>



Enquiries

Estonian Bartenders Association
Email: ibatraining@barman.ee
Attn.: Mrs. Margit Kikas, President

Participation

The IBA International Bartenders Course Europe is designed for young, (semi) qualified bartenders, under the age of 29 years, with a few years of working experience. All participants must seek endorsement from the President of their national bartenders association, affiliated with the International Bartenders Association.

Requirements participants

- English spoken, basic level (or higher)
- To submit a business plan (team exercise) and to present it in front of a panel of judges
- To prepare - prior to the course - for a personal presentation on a topic of the student's choice, preferably on a (national) beverage, cocktails or international bartending, but culinary or historical topics are suitable as well
- To create Signature Cocktails for:
Non-Alcoholic Cocktail Competition by Mattoni (optional)
Happy Hour!, a workshop for and by the students, in which the signature cocktail(s) of the day are prepared for all attendees
- Black Tie for the Gala Evening (Award Ceremony)

Number of students

20

Training facilities

- EBA Training Center



Course objective

- To identify the origins of the international bartender profile
- To provide the skills and knowledge to perform this function on a high standard and international level
- To acquaint the participants with bartending products, processes, skills and techniques
- To create awareness for responsible service of alcoholic beverages
- To provide the participants with knowledge of spirits available on the international market
- To provide the participants with knowledge on liqueurs, their place of production and quality factors
- To provide the participants with knowledge on wines, aromatized and fortified wines
- To expand key skills for the 21st-century bartender and provide knowledge of new trends in the international bar sector
- Developing management skills in order for the participants to create a business vision and:
 - Manage projects where cocktails are core business, to provide architectural and graphic design for the facilities
 - Manage purchasing and bar control procedures
 - Design bar menus and cocktail menus, as well as costing and pricing a beverage list
 - Perform in projects where cocktails are core business and implement bar merchandising ideas and other types of promotion, public relations and communication
 - Implement personnel (work scheduling) and quality management
- To provide participants with professional bartending skills to prepare, mix and serve different types of cocktails & long drinks
- Providing several occasions for the participants to compete in international cocktail competitions and create new signature cocktails

Course outline

- Aperitifs & fortified wines
- Bar design
- Bar equipment
- Bar magic
- Bar service procedures
- Bartending: history, process, products & techniques
- Beer
- Beverage control
- Beverage menu
- Business management
- Caribbean cocktails
- Classic cocktails
- Cocktails by World Champions
- Creation of signature cocktails
- Cocktail decoration & garnishing techniques
- Cocktails & gastronomy
- Coffee preparation
- Conceptual tasting
- Distillation & distilled products (gin, grape spirits, rum, tequila, vodka, whisk(e)y etc.)
- Economic & financial management (POS analysis)
- Essential bar skills
- Estonian drinking culture
- Evolution of mixed drinks
- Forgotten spirits
- History of alcohol
- History of IBA
- History of the international bartender
- Ice programs
- Marketing of bars
- Mineral water
- Non-Alcoholic cocktails
- Participant's presentation (individual)
- Participant's presentation (team)
- Participation international cocktail competitions

- Responsible service of alcohol
- Spherification (molecular mixology)
- Speakeasy cocktails
- Spirits & liqueurs
- Wine
- Working flair

Structure of the course

Guest speakers, representing reputable global beverage companies, will provide a number of master classes

- Both domestic as well as international trainers (coming from Austria, Denmark, England, Estonia, Finland, Germany, Latvia, Netherlands, Scotland and Spain) will assist and guide the students.
- The course includes the educational trip to Finland



Watch promo IBA Training Session on YouTube:

<https://youtu.be/jBpRYaMjMsA>

Awarding IBA TC Europe 2016

- **IBA Academy Award for Top Student**
- **IBA Eagle Award for Most Promising Talent**
- **IBA Academy Best Team**
- **IBA Academy International Bartenders Course Diploma**
- **IBA Academy International Bartenders Course Eagle Pin**

The Top Student will be selected based on the following criteria:

- Attitude, attendance and punctuality
- Overall presentation (individual presentation, class presentation, team presentation)
- Personality
- Written examination
- Results and scores in the various cocktail competitions
- Scores in the team efforts required for Happy Hour!

The runner-up participant who proved to have strong practical and business sense during the course, shall be awarded the IBA Eagle Award.

The IBA Academy International Bartenders Course Diploma and the IBA Academy International Bartenders Course Eagle Pin, will be awarded to participants who meet the following requirements:

- Achievement of 100% attendance
- Participation in all activities of the course
- Pass written examinations
- Not to indulge in indecent behavior

Sponsorship fee

Sponsorship fee for Sponsors is set at € 2,500. Sponsoring fee for co-sponsors is set for € 1,500.

Sponsors and co-sponsors delegate one of their company representatives (Cocktail Ambassador, Commercial Director, Master Bartender) to present 1 or 2 master classes and/or workshop during the IBA Academy International Bartenders Course Europe, 1 or 2-dayparts.

Sponsorship fee for the IBA Training Center Europe includes:

- Two master classes, including one single room, with full board (for two nights), or two single rooms (for one night), including full board.
- An invitation for the sponsoring company's representative to be present during the Gala Dinner (awarding IBA Academy Award for Top Student, IBA Eagle Award for Most Promising Talent, IBA Academy International Bartenders Course Diploma's and IBA Academy International Bartenders Course Eagle Pins).
- Additional options for hosting a cocktail competition (or any other event, like a cocktail party) for the students of the IBA Academy International Bartenders Course.

Co-sponsorship fee for the IBA Training Center Europe includes:

- One master class, including one single room, with full board (for one night) including full board.
- An invitation for the sponsoring company's representative to be present during the Gala Dinner (awarding IBA Academy Award for Top Student, IBA Eagle Award, IBA Academy International Bartenders Course Diploma's and IBA Academy International Bartenders Course Eagle Pins).

During the course the (co-) sponsor's brand(s) will be highlighted on three separate occasions:

1. During the master class, workshop and/or product presentation.
2. During a test, following the product presentation, provided by the sponsor and administered by the sponsor's preference, either a written test or an oral examination.

The results of this test will be implemented in the overall score for each student, to decide on awarding the Top Student.

- During 'Happy Hour!' a workshop for and by students at the end of each day before dinner, a small group of students will be responsible for (and judged on) mixing the Cocktail of the Day for all attendees. Food service and hospitality skills will be part of the test. The Cocktail of the Day will be selected, based on a certain theme and portfolio from the sponsor previously presenting that particular master class. The results of this test will also be implemented in the overall score for each student, which will help decide on awarding the Top Student.

Course fee

IBA Members	€ 1290
Non-Members	€ 1590
EBA Members (local)	€ 900
(without accommodation, this option applies only to availability, in the final stage of application)	



Registration

registrations must be submitted to Estonian Bartenders Association by EBA website www.barman.ee before 6th September 2017. Registration in www.barman.ee will be open from 3th July!

After registration the Course Leader will take a contact with applicants via Skype. Only then the registrations is confirmed and the President of National association or student have invoice for payment.

Recipient

EBA, Estonian Bartenders Association
Attn.: Mrs. Margit Kikas, President
Masina Street 11
10144 Tallinn
Estonia
Email: ibatraining@barman.ee

Bank account

IBAN - EE862200221062241754
Bank's SWIFT - HABAE2X

Course Leaders



Taavi Tenso, Estonia
EBA, Liviko



Margit Kikas, Estonia
EBA President



Peter Dorelli, England
Bar legend, former bartender of Savoy hotel in London, trainer of the UKBG



David Gordoba, Singapore
One of the best bartenders in the World

Course Assistance



Ron Busman, Netherlands
IBA President

Course Support



Jarkko Salonen, Finland
FSBK President

Guest Speakers



Jeremy Guillaud Giffard, UK
Brand Ambassador



Jan Kolafa, Czech Republic
Mattoni, Senior Brand Manager



Nils Boese, Germany
Jägermeister, Brand Ambassador



Alberto Matallana, Netherlands
World Class 2017 finalist

Selected and considered Trainers



Helger Aava, Estonia
Estonia's Master Barista,
SCAE trainer and certified judge



Ansis Ancovs, Latvia
Brand Ambassador Baltics
William Grant & Sons and
SPI Group



Kristo Tomingas, Estonia
Together with Heinar Oispuu
highest rated bartender in Estonia,
owner Butterfly Lounge, Tallinn



Heinar Oispuu, Estonia
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owner Butterfly Lounge, Tallinn



Lenar Lehtla, Estonia
Enthusiastic bartender and
mixologist, who just love to share
his knowledges with you



Iain Bell, Scotland
Director Executive Fitness
Foundation



Stefan Haneder, Austria
Vice World Champion
Flairtending



Urvo Ugandi, Estonia
Sommelier, Brand Manager for
Fine wines at AS Liviko



Mrs. Kati Kivikas, Estonia
(Estonia's Best Barista, WBC
finalist, SCAE trainer and
certified judge)



Hasse Bank Johansen, Denmark
One of Denmark's top bartenders,
owner of St. Pauls Apothek -
Cocktailbar & Restaurant (Aarhus)
and author of the book Bartenderens
Grundbog

