

A Masterclass with Wayne Collins
'Creating Professional Cocktails to Build Your Business'
Thursday 4 December 2014, 10.00 am – 3.30 pm
Halifax Hall Hotel, University of Sheffield
£285

Why should you attend?

This is a fantastic opportunity for just 16 delegates to develop new skills in the Art of Cocktail Making. A quality cocktail offer can have a major impact on your business. Cocktail nights for students are considered to be one of the major business growth opportunities for bars in 2014 !

Creating Professional Cocktails will not only add value to your business, but also impress any VIPs using your services. As well as an exciting opportunity for future weddings and events. Wayne Collins will share a wealth of knowledge and experience gained from working globally on many high profile events including the BAFTAS and film premiers.

Who should attend?

This programme is designed for managers and staff working in Functions & Events, Hotels or Bar operations within the Hospitality Industry.

What are the aims of the training session?

The highly interactive programme delivers innovative training methods and ideas to enhance and develop your bartending skills. You will see demonstrations from Wayne throughout the day and then take part in practising these Cocktail Making skills.

What will we get out of the day?

At the end of the training, delegates will be able to:

- Create a cocktail menu for your operation e.g. student , conference and VIP
- Introduce innovation into your cocktail menu.
- Select the correct equipment and ingredients to run a cocktail bar.
- Understand the business acumen behind a successful cocktail operation.
- Prepare and make a range of classic and modern cocktails in the correct way
- Develop your team and ensure standards are maintained.

How do we book on this course?

Online bookings can now be made at the UHS website www.universityhospitality.co.uk/seminars. Please submit your booking by 20th November, 2014. Alternatively, please contact Diane Davies at information@universityhospitality.co.uk or call 0114 222 8983.

Trainer



Wayne's career includes working at many high profile and award winning venues, before becoming a brand ambassador and drinks stylist for various globally recognised premium spirit brands.

He has regularly appeared on several well known food television programmes including Great Food Live and BBC's Something for the Weekend. He is on the International Judging committee at the highly praised annual Tales of The Cocktail in New Orleans.

He currently works for Maxxium UK Ltd. (a joint venture between global drinks giants Beam Global and The Edrington Group.) He continuously trains and inspires bartenders throughout the world with his innovative training and education programmes.

Awards

'The British Cocktail King' Wayne Collins has an impressive list of awards, leading to an enviable reputation.

2004/2005	Winner, Drinks International Cocktail Challenge, Excel, London
2003/2004	Winner, International Bartender of the year
2003/3004	Winner, Double Trophy, International Cocktail Challenge, Vinexpo,
2001/2002	Winner, International Cocktail Challenge, Vinexpo, Bordeaux
2000	Winner, Trophee Chartreuse, European Bartenders Challenge

The Venue

This training event will be held in the Halifax Hall Hotel, Endcliffe Vale Road, Sheffield, S10 3ER. Further information about Halifax Hall can be found at: <http://www.halifaxhall.co.uk/>

The Timings

Registration will be from 9.30 am with the seminar commencing promptly at 10.00 am. The training day will then conclude at 3.30 pm.