

ONLINE MASTERCLASSES



ace bar events
bars | staff | cocktails | experiences



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OUR STORY

ABOUT US

We are a premium bar hire service, working specifically in the events industry. From starting out in 2008, we have evolved into experts in our field, providing mobile bar hire, world class flair bartenders and carefully crafted drinks menus. We have extensive experience in the events industry, including private parties, large scale corporate events and weddings.

During this time we have been providing fun and engaging cocktail experiences and spirit tasting masterclasses for many corporate clients and since 2020 we have been providing these experiences online with drink boxes and equipment being sent out to clients all over the UK and Europe from our fully licensed premises in Studham, Bedfordshire.

SECURITY

All of our beverage boxes are sent from our fully licensed premises. Our boxes are packed in a registered food business premise. Boxes are sent on a 24 hour fully tracked service with age verification delivery (UK only).

We have over 25 years experience in the cocktail, spirits and beer industry. We stream our experiences from our offices with a dedicated 20 mb/s upload speed.

SUSTAINABILITY

We aim to provide an environmentally friendly service, using recyclable and compostable products where possible and using products derived from a sustainable source.



MASTERCLASS OPTIONS

COCKTAILS

Boxes of cocktail ingredients are sent out to attendees a day before the masterclass along with cocktail making equipment.

Our in-house mixologist will then join onto your online meeting to run through the experience and have fun with your guests.

SPIRITS

Boxes of your chosen spirits are sent out to attendees a day before the masterclass along with optional food pairings.

Our in-house category expert will then join onto your online meeting to run through the experience and teach them about the history and the taste of your chosen spirit.

BEER

Boxes of craft beer selections are sent out to attendees a day before the masterclass along with optional food pairings.

Our in-house category expert will then join onto your online meeting to run through the experience and teach them about different styles of beer, the production and ingredients that go into them.

WINE

Boxes of different wine selections are sent out to attendees a day before the masterclass.

Our in-house category expert will then join onto your online meeting to run through the experience and teach them about characteristics and the different grape varieties in the bottles they have.

COCKTAIL EXPERIENCES

FORMAT

- ▶ *The experience lasts around 1 hour.*
- ▶ *The mixologist host will introduce himself and run through what everyone will be doing during the experience and make sure they have everything they need in front of them.*
- ▶ *Guests will be taught how to create three different cocktails (there are 9 cocktails in a box, 3 of each type) following the mixologist's actions.*
- ▶ *After each cocktail, a few questions can be answered by the mixologist (this can be monitored for larger groups by an assistant).*
- ▶ *After each cocktail we choose two people on the session to race against each other to see who can recreate the cocktail they have just been shown in the quickest time!*

ITEMS REQUIRED BY THE ATTENDEE

- ▶ *2 kg of cubed ice.*
- ▶ *3 martini (or wine) glasses, 3 long glasses, 3 short tumbler glasses - We can provide these if required- see page 17 for additional extras.*
- ▶ *Access to a sink to wash their shaker and dispose of the used ice, or two bowls (one with water and one empty).*



WHAT'S IN THE COCKTAIL BOX?

CONTENTS

- ▶ *Ingredients for 9 cocktails (3 different types) in small recyclable plastic bottles sourced from sustainable sugar cane plantations*
- ▶ *1 x 8oz mini 3 part cocktail shaker*
- ▶ *1 x 50/25ml measure*
- ▶ *1 x Fine mesh strainer*
- ▶ *Dehydrated garnishes in biodegradable sealed bags*
- ▶ *All packaged with wood wool in an unbranded brown cardboard box, which is then placed in another box to preserve the Cocktail Box*

£35.95 ex VAT

Tracked 24 hour shipping to any UK address with age verification £10 ex VAT



GIN TASTING MASTERCLASS



FORMAT

- ▶ *The experience lasts around 1 hour.*
- ▶ *The gin expert host will introduce himself and run through what everyone will be doing during the experience and make sure they have everything they need in front of them.*
- ▶ *Guests will be taken through a history of gin whilst sampling 5 different gins with varying profiles.*
- ▶ *After each gin tasting, the host will be able to answer any questions.*
- ▶ *When all 5 gins have been tasted, guests will then select their favourite gin to go with the craft tonic and garnishes provided.*

ITEMS REQUIRED BY THE ATTENDEE

- ▶ *0.3 kg of cubed ice*
- ▶ *5 small glasses for tasting the gin*
- ▶ *1 long glass for the Gin and Tonic*

WHAT'S IN THE GIN BOX?

CONTENTS

- ▶ 5 different gins in 50ml glass bottles
- ▶ 1 x 200ml bottle of Craft Tonic Water
- ▶ Garnishes in a biodegradable sealed bag
- ▶ All packaged with wood wool in an unbranded brown cardboard box, which is then placed in another box to preserve the Gin Box

£35.95 ex VAT

Tracked 24 hour shipping to any UK address with age verification £10 ex VAT



WHISKY TASTING MASTERCLASS

FORMAT

- ▶ *The experience lasts around 1 hour.*
- ▶ *The whisky expert host will introduce himself and run through what everyone will be doing during the experience and make sure they have everything they need in front of them.*
- ▶ *Guests will be taken through the 5 whiskies with the host explaining the production techniques and the characteristics of each whisky.*
- ▶ *After each whisky tasting, the host will be able to answer any questions.*
- ▶ *Small luxury snacks which pair with each whisky are included. The host will also explain why each snack pairs with each whisky.*

ITEMS REQUIRED BY THE ATTENDEE

- ▶ *5 small glasses for tasting the whisky*



WHAT'S IN THE WHISKY BOX?

CONTENTS

- ▶ 5 different whiskies in 50ml glass bottles
- ▶ All packaged with wood wool in an unbranded brown cardboard box, which is then placed in another box to preserve the Whisky Box
- ▶ 5 different snacks to pair with the whiskies, these are dark chocolate, truffles, dried meats, fudge and dried fruits

£58 ex VAT

Tracked 24 hour shipping to any UK address with age verification £10 ex VAT



BEER TASTING MASTERCLASS



FORMAT

- ▶ *The experience lasts around 1 hour.*
- ▶ *The beer expert host will introduce herself and run through what everyone will be doing during the experience and make sure they have everything they need in front of them.*
- ▶ *Guests will be taken through the 3 beers with the host explaining the production techniques and the characteristics of each beer.*
- ▶ *With each beer, the host will pair it with a small snack of either cheese, peanuts or chocolate.*

ITEMS REQUIRED BY THE ATTENDEE

- ▶ *3 glasses for tasting the beer.*

WHAT'S IN THE BEER BOX?

CONTENTS

- ▶ Three different canned Craft Beers, 1 x Lager, 1 x IPA, 1 x Imperial Stout
- ▶ Three different snacks to pair with the beers; these are chocolate, peanuts and cheese
- ▶ All packaged with wood wool in an unbranded brown cardboard box, which is then placed in another box to preserve the Beer Box

£41.95 ex VAT

Tracked 24 hour shipping to any UK address with age verification £10 ex VAT



WINE TASTING MASTERCLASS

FORMAT

- ▶ *The experience lasts around 1 hour.*
- ▶ *The wine expert host will introduce himself and run through what everyone will be doing during the experience and make sure they have everything they need in front of them.*
- ▶ *Our wine tutor will guide the attendees through the different grape varieties in the bottles they have, showing them the characteristics and discussing the differences in grapes of the same variety grown in different parts of the world.*
- ▶ *Guests will learn how to recognise a grape through smell and taste and the principles of pairing with food.*

ITEMS REQUIRED BY THE ATTENDEE

- ▶ *The attendees will need to provide 6 wine glasses (or at least two, but they will need to rinse them in between each wine) and put the white wine in the fridge for at least 2/3 hours before the session.*



WHAT'S IN THE WINE BOX?

CONTENTS

► Wine Box with 6 x 187ml bottles of wine

► White:

1 x Italian Pinot Grigio, 1 x Australian Chardonnay, 1 x New Zealand Sauvignon Blanc

► Red:

1 x French Merlot, 1 x Rioja, 1 x Argentinian Malbec

£35.95 ex VAT

Tracked 24 hour shipping to any UK address with age verification £10 ex VAT



MEET THE EXPERTS



ANDY COLLINSON

Andy is the MD of Ace Bar Events and has been at the front of the company since it started in 2008. His background in hospitality spans over 20 years and has a vast experience in working, running and opening high end cocktail bars and restaurants in the West End of London before he transferred these learnings to Ace Bar Events.

Andy runs our Cocktail Experiences and Gin Tastings and brings his vast wealth of knowledge plus his ability to engage a crowd to make sure that not only are his online experiences informative, but also lots of fun.

MEET THE EXPERTS



AMIT SOOD

Amit comes from a highly qualified and globally experienced hospitality profession with a formal culinary background. His broad experience comes from a wide range of fields from Michelin kitchens to Luxury hotel bars, through to delivering international spirit-training programmes, professional mixologist training and drinks consultancy.

He designs most of the cocktail menus here at Ace Bar Events and runs our online Wine and Whisky Masterclasses. Amit is well-travelled, cultured and passionate about all aspects of premium and luxury spirits and in particular- Scotch and Japanese whiskies, cognac and rum.

MEET THE EXPERTS



MELISSA COLE

Melissa is an award-winning journalist and is widely acknowledged as one of the UK's leading beer & food experts and renowned for her insightful and engaging writing style with a sense of humour and ability to translate complicated beer jargon into something everyone can understand.

*With over 20 years in the industry, she's a strong advocate for equality in beer and has received accolades and awards for her three books, the latest *The Beer Kitchen: the art & science of cooking & pairing with beer*, *The Little Book of Craft Beer* and *Let Me Tell You About Beer*. Her fourth book, *The Little Book of Lager*, is due for release in October 2020. Melissa runs our online Beer tasting and food pairing masterclasses.*

ONLINE MASTERCLASS PRICING



COCKTAIL EXPERIENCE
with Andy Collinson
£420

WINE TASTING / WHISKY TASTING
with Amit Sood
£420

GIN TASTING
with Andy Collinson
£420

BEER TASTING
with Melissa Cole
£1080

All of our online masterclasses are streamed live from our offices in Studham, Bedfordshire with a dedicated 20mb/s upload speed.

We also offer a pre-recorded masterclass which can then have titles and graphics overlaid. This is an additional £150.

All prices are ex VAT.

ADDITIONAL EXTRAS



- ▶ *Glassware*
- ▶ *Branded boxes*
- ▶ *Bespoke labels*
- ▶ *Menu card design*
- ▶ *Luxury snacks*
- ▶ *Branded seasonal gifts*
- ▶ *Luxury cocktail equipment*

TESTIMONIALS

I wanted to introduce to you Andy Collinson of Ace Bar Events, and give a glowing recommendation for their cocktail mixology experience that we recently received as part of our Senior Analyst Event in November. Given the opportunity again, I would without hesitation contract with Andy and team for similar services based on the great fun we had together and the glowing reviews I received from our participants after the event. Engaging with Ace from inquiry through delivery was seamless, easy, and certainly exceeded my expectations.

Colleen Meeker | R&I Strategic Operations Leader | Global Markets - EY Knowledge

Look no further than Ace Bar Events! Andy and team are incredibly skilled and really great at getting the crowd motivated and involved. This was the perfect end to a corporate conference and set the mood for the rest of the night, they are so talented that we booked them for a further 10 events, delivery was perfect each time!

Pherenice Noble | Marketing Communications Specialist | Corteva, UK & Ireland



@acebarevents



The Stables Suite 2, Studham Place, Common Road, Studham, Bedfordshire, LU6 2FU • 020 3095 0455 • acebarevents.com