

Press Release

Event Name: Mixology and Flair Camp 2015
Location/ Venue : Monteria Resort, Khopoli
Concept by Flairology

Date: 13th July, 2015

Subject : India's first Mixology and Flair Camp for bartenders to share knowledge

ABOUT SUMMER MIXOLOGY AND FLAIR CAMP

The Summer Mixology and Flair Camp is the first of its kind in India, an event that brought the best known names in the Bartending community in India under one roof to share their knowledge and skills. The thought behind the meet therefore was to raise the Bartending standards and educate bar tenders on what they know best – Mixology, Flair and Bar tending skills. It was an event which will not have any competitions, but a display of the best skills that can be displayed behind the bar counter for flair or mixology. Some of the Celebrity Mixologist who travelled from all across India were Shatbhi Basu, Sandy Verma, Yangdup Lama, Harshad Jain, Rohan Carvalo, Shishir Rane, Arthem, Pranav Thakkar, Kama, Binny Dhadwal, Pankaj Kamble, Omkar Kalaskar, Ami Shroff, Varun Sudhakar and shared their knowledge to the younger bar tenders through presentations and demos. Supported by Celebrities bartenders of India, this was the first of its kind event and a congregation of all the bartenders, beverage mangers, beverage specialist and associated people at one place where exchange of ideas, knowledge, experiences, exploring future growth in bartending and the bartenders community will be the main focus. It became also became a platform to showcase new talent and innovations.

The occasion was also marked with the launch of Marimbula syrups which came on board as the title sponsor for the event. MARIMBULA derives its name from an exotic musical instrument of the Caribbean Islands. Music touches your heart and Flavors make the heart of the drink and that is what Marimbula is designed for - young at heart, a cocktail of equal part of hard work, dedication and Experience shaken not stirred, created by a person who was a bar tender himself. It will provide complete solutions to all beverage enthusiasts and keep innovating new Ideas starting with 50 flavors, made in India with the international taste appeal. It also has a very ethnic Indian range from Saffron Cream to Paan and many Indian spices. It is crafted to give a better yield than the existing products with higher fruit content. In sum, every taste has a story ad every story has a flavor from Marimbula. One of the best known celebrities in the bar tender segment, Yangdup Lama created the first cocktail recipe of Marimbula Paan. Launching the product, Harshad Jain – Business Head for Marimbula depicted Marimbula as “For the Bartender, by the bartender, of the bartender.”

'We care for bartenders' being the theme of the event was brought to life through actions during the event, a bartender works when people around him want to party, a bartender works on Holi, Diwali, New Year and Christmas, leaving his/her family behind. This event was a start of a journey that portrayed care for bartenders by not just knowledge sharing, display of skills but also had a party planned at the event of the event for them to enjoy. More than 150 bar tenders from 100 + premium bars across the country across the country. It was an event where young bartenders got to meet his or her idol bartender and learn from him/her. For others it was meeting bartenders and beverage related people from around India. In sum, the entire bartending community comes under one roof. What remains is the end with bartender is knowledge and Memories. While the first half of the day was marked by formal knowledge sharing sessions by the celebrities, the afternoon was followed by a live band Flair and Pool side party. Through Mixology and Flair Camp the bartenders got a chance to meet, learn, share and celebrate, not only with workshop and training but also with good food, drinks and music. The event witnessed some of the amazing moves of flair by Pankaj Kamble, Sachin Gowda, Ami Shroff, Rohan Carvalho and many more. With a special mention to Ami Shroff who did some fire flair moves, was a breathtaking surprise for all the spectators. The event concluded with some light moments being spent at the pool side where everyone showed their skills in flair and dance with a live orchestra by Fiddle craft on a specially crafted song for the bar tenders.

In all the event was a great engaging, learning and caring platform for the bartenders who actually work when everybody else is at a party. This was the event of the bartenders, by the bartenders and for the bartenders.

Pankaj Kamble

Mixologist and Flair Expert

Flairology Bar School and Events