

ACADEMY OF SPIRITS AND FINE SERVICE



**“Welcome to the Academy of
Spirits and Fine Service. Together
we will raise the *bar* in Chicago!”
–Bridget Albert, Master Mixologist**

Course Description

This program is designed for Beverage Managers, Bartenders and Restaurant personnel who want to upgrade their knowledge and skills in bar operations.

Objectives

- Provide working product knowledge on all types of alcoholic beverages in the United States and throughout the world.
- Impart essential skills to prepare, mix and serve different types of beverages.
- Allow participants to discover “Prohibition Era Classic Cocktails” and create new trendy cocktails while focusing on the use of simple garnishes that enhance the esthetics of the drink.
- Create awareness of the use and abuse of alcoholic beverages.

Technical product knowledge

History of each cocktail, cocktails & food pairing, classic/trendy cocktails, and hands-on mixology training will be part of each session.

Program Structure

This is a 12-week program conducted once a week for a two and half to three hour session.

Day and Time

Tuesday's 1:00 PM – 4:00 PM

Location

Signature Wine & Spirits / Direct Warehouse Sales
250 N Artesian Ave
Chicago, IL 60612

Main Phone Number for Signature: 1-800-776-0180
(For location questions only)



Program Outline

Upon successful completion of this course, the participant will be able to:

- Outline the history and origins of alcoholic beverages.
- Explain the production of each individual product and its own regulatory laws.
- Interpret the label of the product.
- Learn the sensory evaluation and the tasting techniques.
- Demonstrate the proper serving techniques for alcoholic beverages.
- Outline the history of cocktails and their influence on the American culture.
- Know the basics of cocktail mixology, essential rules and tools to create a perfect cocktail according to I.B.A. standards.
- Learn the basics of how to match various cocktails with food. In a culinary world where different cultures blend harmoniously together, we lay foundations of how to serve fine spirits and mixed drinks as companions throughout the meal for the joy of the palate and the senses!

Please Note: Participants must be at least 21 years old.

Founder: Francesco Lafranconi, SWS Nevada

Trainers:

- Bridget Albert, Master Mixologist.
- Southern Wine & Spirits of Illinois Instructors – Master Sommelier and Luxury Spirit Specialists/Industry Experts.
- Brand Ambassadors, Master Distillers and Master Blenders from the Beverage Industry will also be involved in some specific seminars.

Text Provided: Manual, Handouts, and product information sheets.

Certification:

Certificates will be given to participants who meet the following requirements:

- Achieve a minimum of 75% attendance (100% attendance is highly recommended).
- A minimum grade of 75% in all written and practical examinations.

Program Fee: There is a \$200.00 fee for the Academy.

United States Bartender's Guild

Joining the U.S.B.G. requires an annual membership fee. The USBG is a non-profit, bartender's association and is not affiliated with ASFS.

Inquiries:

Please contact Anne Laschober

Phone: 630.685.3846

Email: alaschober@southernwine.com



Syllabus and Dates

Winter 2012

Session 1

January 24, 2012

- Introduction to Southern Wine & Spirits Wholesale Company. Panoramic view of the Beverage Industry and aims of the course.
- History of alcoholic beverages and principals of distillation from the past.
- The Art of Sensible Drinking/Serving.
- Manufacturing process of alcoholic beverages.
- History of International Bartenders Association (IBA) and United States Bartenders Guild (USBG.)

Session 2

January 31, 2012

- North American Whiskey: Bourbon, Blended, Tennessee, Canadian & Rye With Mark Gruber



Session 3

February 7, 2012

- Scotch Whiskey: Single Malt, Grain, Blended & Vatted
- Irish Whiskey

Session 4

February 14, 2012

- Calvados
- Cognac
- Armagnac
- Spanish Brandy
- American Brandy
- Grappa
- Acquavite d'una
- Marc

Session 5

February 21, 2012

- Rum

Session 6

February 28, 2012

- Tequila
- Mezcal
- MID-TERM ASSESSMENT



Session 7
March 6, 2012

- Beer

Session 8
March 13, 2011

- Aperitifs
- Vermouth
- Pastis & Absinthe
- Bitters
- Liqueurs

Session 9
March 20, 2012

- Vodka
- Gin

Session 10
March 27, 2012

- Wine 101 with Serafin Alvarado



Session 11
April 3, 2012

- Basics of Mixology
- Bartender's Image & Professional etiquette
- Glassware & Bartender's tools

Session 12
April 10, 2012

**** FINAL WRITTEN TEST (covers all classes)**

**** COCKTAIL COMPETITION**

- All participants have to create and perform a Fancy Cocktail with Southern Wine & Spirits products in front of fellow students and a panel of judges.
- **Please wear your work uniform or business attire.**
- **This is a graded presentation that contributes to your final score.**

**** Graduation Ceremony To Be Announced**

**** Graduation date and time: To Be Determined**

If you are unable to attend a class at any time, please contact Bridget Albert at 630.685.3559 to obtain literature for that class or to re-schedule a test. **Please note class topics are subject to change.**