Beat: Business

EUROPEAN BARTENDER SCHOOL Headed To MALLORCA For The EBS CONVENTION 2022

TO SHAPE THE FUTURE OF HOSPITALITY

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USPA NEWS - EBS once again hosted a jam-packed convention with some of the biggest names in the global drinks industry over three days… Guests including: Ian Burrell, Charlotte Voisey and Giacomo Gianotti, plus our esteemed partners Hennessy, Hendrick's and Patrón.

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Instructors and key influencers were congregated in Mallorca for a weekend of training and workshops, to share new methods and trends allowing them to connect and learn.

Highlights include: training on new flavours and techniques, a tequila- pairing dinner with Patrón, and the annual speed-bartending competition. Plus, they were excited to announce that Global Rum Ambassador, Ian Burrell, was the latest recruit to join the EBS Board of Education

A legend in the world of rum, Ian was voted 10th most influential person in the World Drinks industry by Drinks International in 2020, and has transformed the brand ambassador landscape since he started out.

Ian shared his deep knowledge and enthusiasm while discussing his new rum section for the EBS compendium. He was joined by other illustrious board members, world-renowned gin connoisseur and Global Head of Ambassadors for William Grant & Sons, Charlotte Voisey, and Giacomo Gianotti, founder of Bar El Paradiso and expert mixologist, who will attend virtually.

EBS partners Hennessy, Hendrick's and Patrón were also there to ensure it's not all 'work, work work', and hosting sundown beach parties, tequila-pairing and chill-out brunches to ensure everyone is refreshed and ready to continue with the hard work.

"In an ever-evolving industry - it's imperative at EBS that we train our trainers.

"The EBS convention elevates and improves our alignment and contribution to the drinks business, ensuring we remain at the forefront of bartending education"

- Gavin Wrigley, Head of Education, European Bartender School

Source: European Bartender School

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