



FLAIR MANIA CONSULTANCY



Flair Mania Services Pvt.Ltd.

ABOUT FLAIR MANIA CONSULTANCY

We offer bespoke turnkey solutions for team training, brand work and F&B venue launches around the world. Food, Beverage and Hospitality are our passion and we collaborate with the very best of the industry to bring results to our clients. Founded in 2008, Flair Mania Bartending Academy, have been working at the highest level of international hospitality consultancy, working on billion dollar hotels across world. We create packages to suit our clients needs which includes menu development, staff training and cocktail training, bar and equipment requirements, bar area design and till systems. We provide our services throughout the India & across globe



✦ Perfecting Drink

This statement says a million words. From the raw materials, to the blend methods and shelf life recommendation, Our wealth of experience in beverage manufacturing enhances our evolving knowledge in every aspect of drinks production, storage and distribution. Setting standards across the industry in market leading product creation and service, Beverages we provide a unique blend of innovation and a bespoke approach, always producing your perfect drink.

What We Do - Classic & Contemporary cocktails. - Innovative & signature cocktails. - Sustainable cocktails & preserve cocktails - Clarified cocktails - Molecular mixology - smoked, air, caviar, pre-mix etc





✦ Perfecting Drink

Innovative glassware production. - Conceptual glassware production. - Gin Pre-mix Cocktail. - Advanced Techniques & Methods - Bar Equipment designing and customization. - Bar Tools supplier. - Beverage vendors tie up - Home-made tincture, bitters, syrups, cordials, shrubs & many more - Home- made sodas - Home- made fruit flavour beer - Fermented beverage - Kombucha, beet kvass, Milk kafir etc



Developing Concept



Allow us to join you on the journey to bring your concept to life.

What We Do

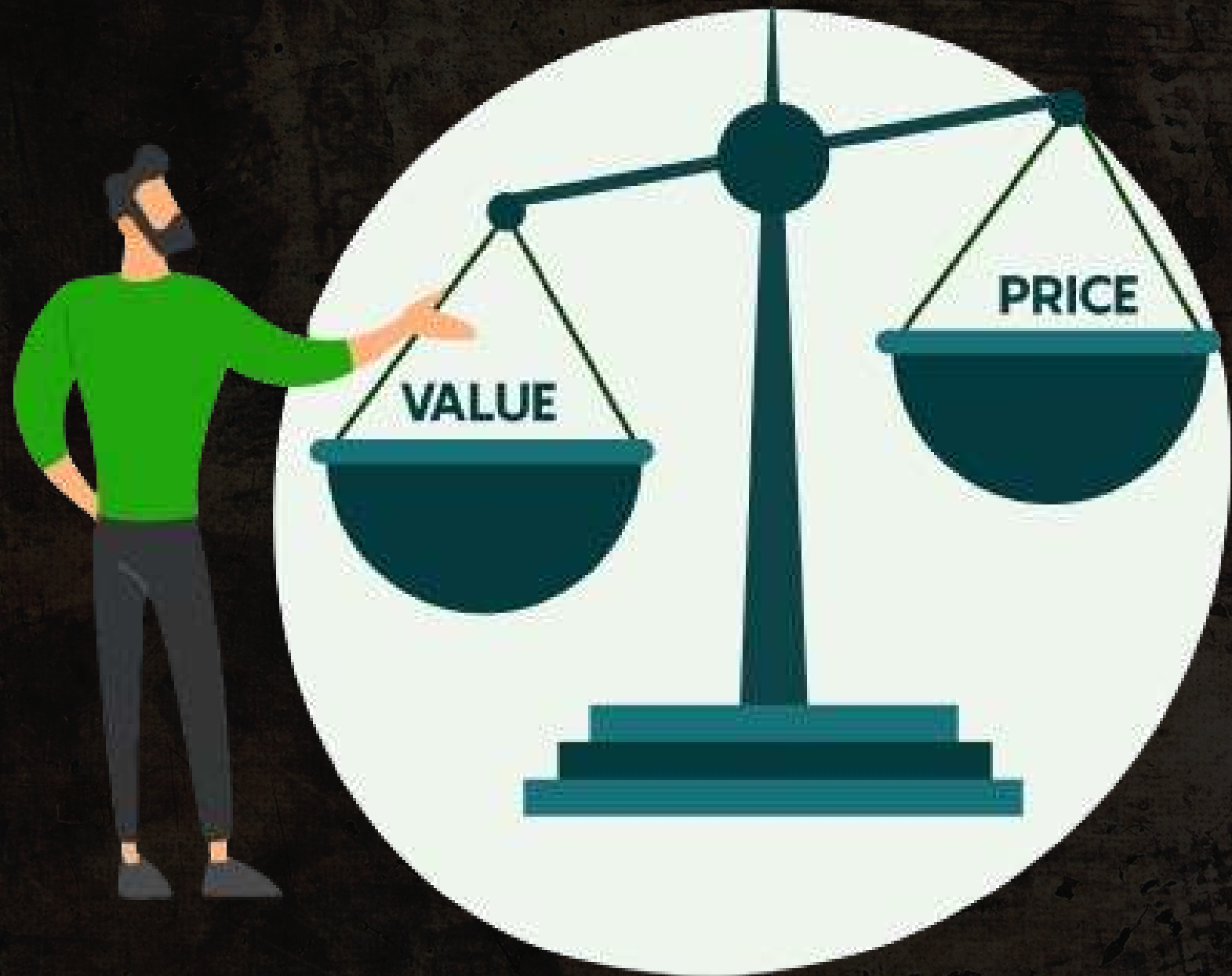
- Concept design & realization
- Brand refinement
- Financial projection creation
- Business plan creation
- Project management during the build phase
- Assistance in all elements of set up and opening





Operational Valuation

There is nothing better than having a fresh set of eyes look over a business. The margins that are worked to in the hospitality industry are so thin that every single money and every single penny can make a difference.



What We Do

- Menu review
- Cost analysis
- Staff cost review
- General financial performance
- Operational review for efficiencies
- Marketing and promotional review





Operations Management

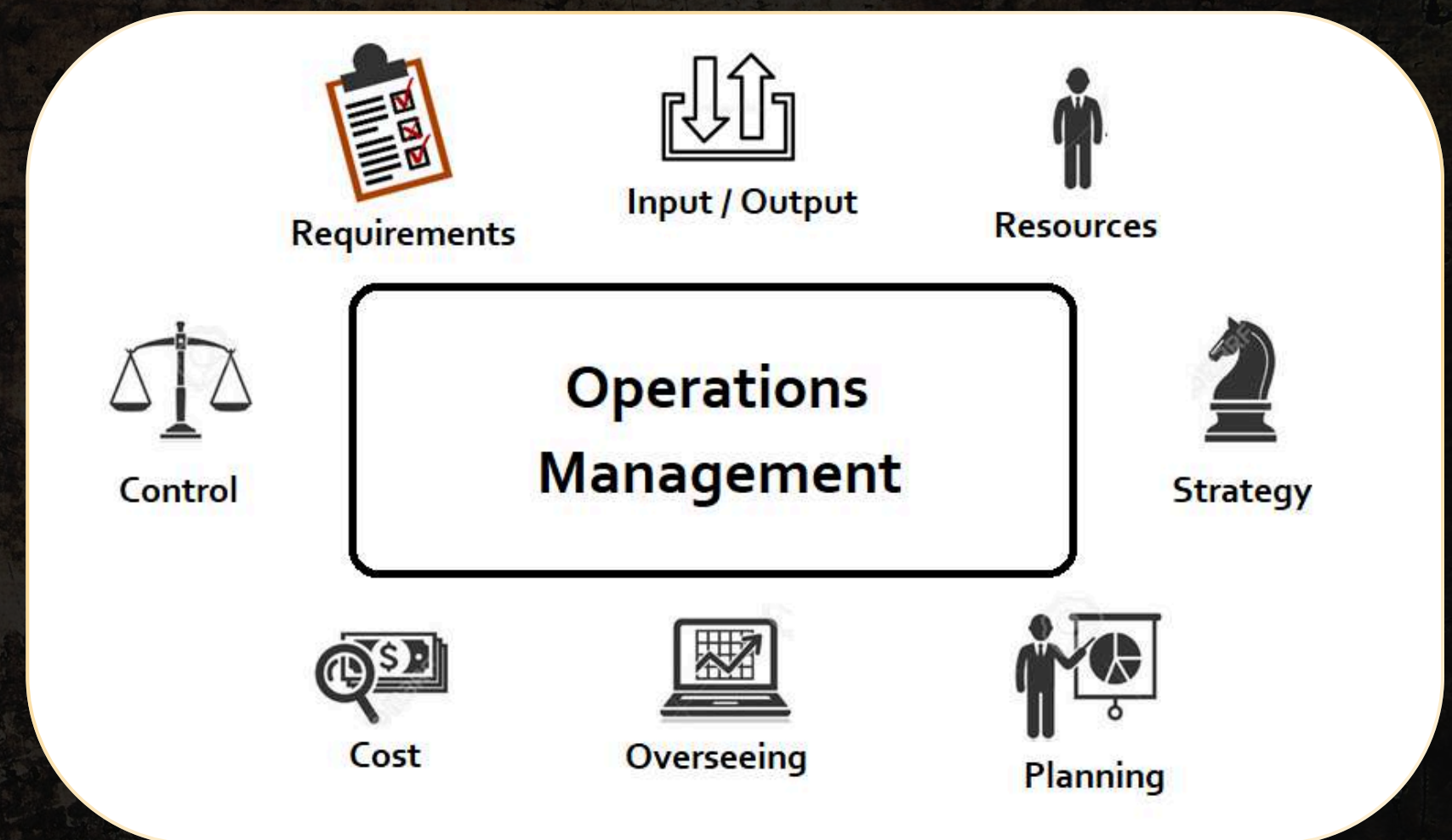
Creating a concept for an operation and bringing it to life is only a small part of opening a new business in the hospitality sector. The hardest and most daunting part to many, is the ongoing management of operations when the business has a full complement of staff and revenue has to be made to cover costs. As our client you can tap into the immense knowledge base we have to solve problems and drive the business.

What We Do

Ad hoc assistance - very much like a personal trainer we can offer advice and assistance on an as and when basis.

- Project elements completed - certain areas of the operation may need special focus. Our team would work on developing and assisting certain parts of the business.

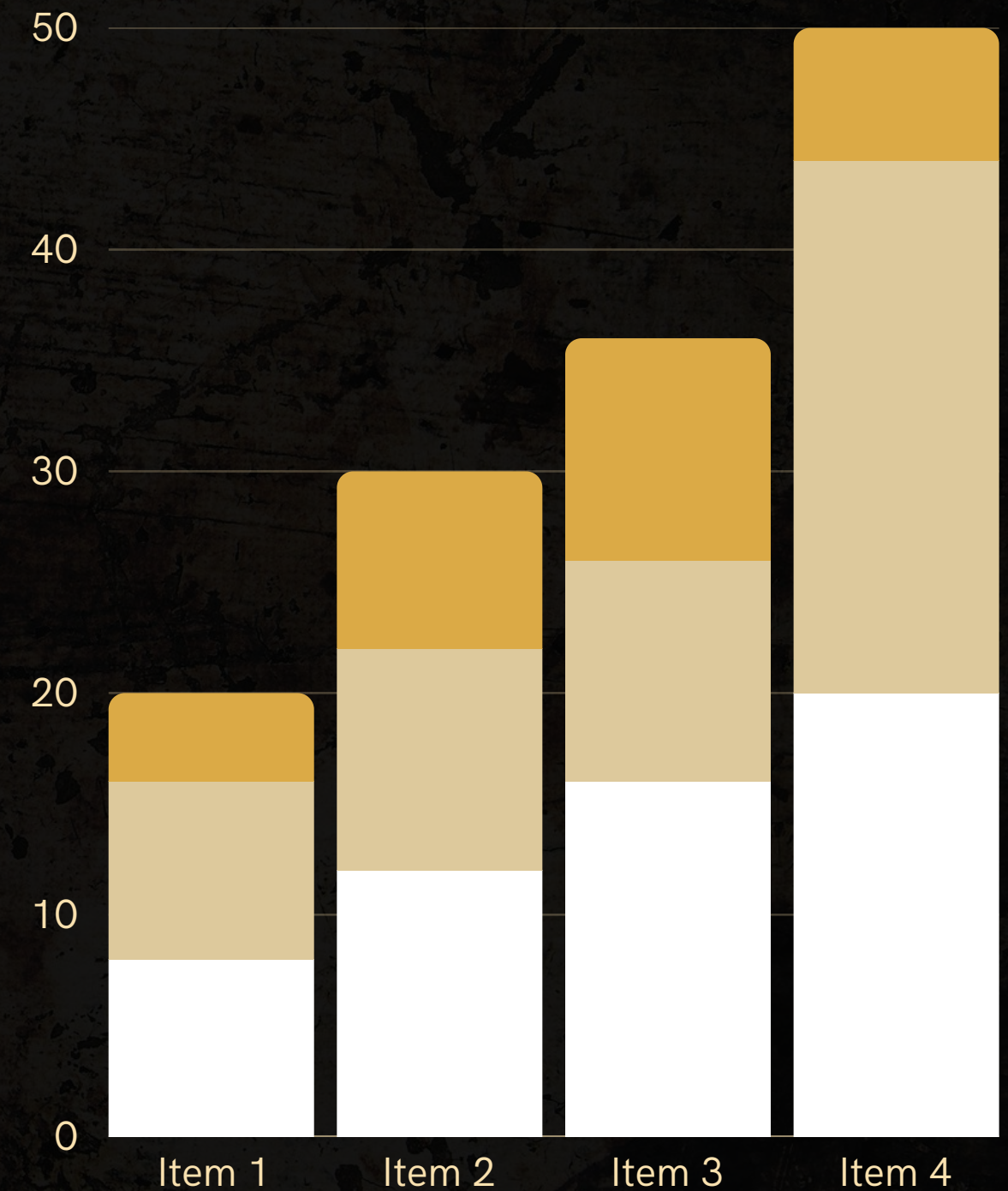
- Full management function - We will manage the operation on a day-to-day basis looking after all elements of the business.



✦ Marketing & Sales

In any business, a solid marketing strategy is critical to building a brand, attracting new customers and maintaining loyalty. The hospitality industry is no different. Because customer loyalty is key. Our professional team have a proven track record in promoting a wide cross-section of operations. ?

- Understand the goals and targets for the business
- Sales & marketing strategy will be devised across all media
- The sales & marketing plan is put into action
- The sales & marketing plan is reviewed



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✦ Training & Development



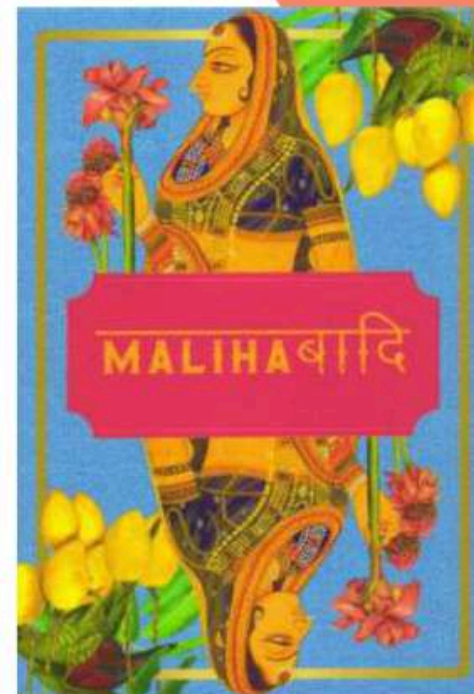
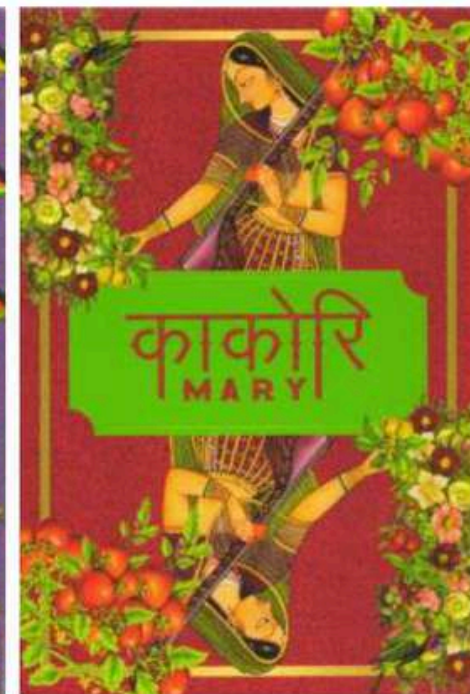
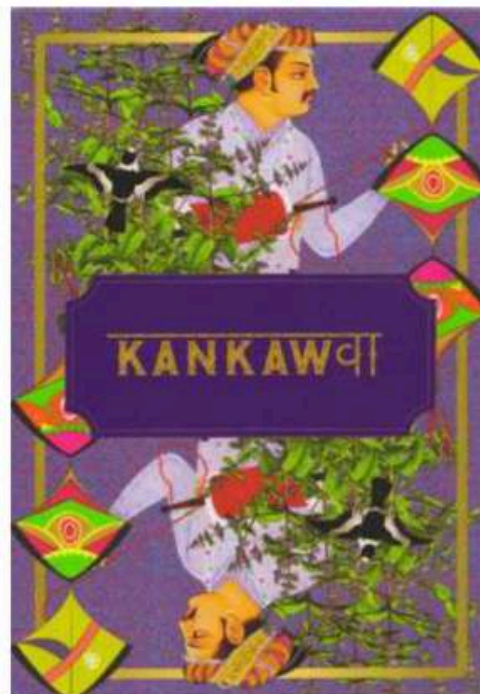
Training gives everyone a great understanding of their responsibilities and the knowledge and skills they need to do that job. This will enhance their confidence which can also improve their overall performance.

- All Training modules are tailor made for all our clients so that the individual personality of the business can be conveyed to the team.
- We provide training offline as well online training
- Drink Knowledge
- Customer Service
- Cost Control





Menu Creation



KANKAWWA

CUCUMBER
WATERMELON
GIN

BASH
LIGHT | SWEET | GORGEOUS

INR 600

FLY HIGH LIKE THE HAPPIEST KITE IN THE SKY ANCHORED TO UP'S WITH A LIGHT SPIRITED CONCOCTION OF SUMMER FRUITS.

KAKORI MARY

LEMON SPICE
TOMATO JUICE
VODKA

AN INDIAN BLOODY MARY
TANGY | SPICY | DEEP

INR 600

THE MYSTIC FLAVOURS OF KAKORI REBASS COLLIDE WITH THE DNA OF A BLOODY MARY TO CHANGE (FOR THE BETTER) IT FOREVER.

MALIHABADI

GINGER
MANGO
WHISKY

BASH OF LEMON JUICE
SWEET | SPICY | NOSTALGIC

INR 600

THE LEGENDARY MALHABAD MANAGERS GETS A THIRST OF PENCIL IN THE DRINK NOT THE MINDS. IT'S A GOOD DOSE OF SCOTCH WITH INDIAN FLAVOURS THAT HITS ALL THE RIGHT CHORDS.

THE PERFUMER

WHITE SUGAR
LIME JUICE
GIN

CONTAINS EGG WHITES
SWEET | TART | REFRESHING AROMA

INR 600

OUR ODE TO ITAR OR ATTAR, TRADITIONALLY MADE NATURAL PERFUMES OF LUCKNOW THAT CONTINUES TO BE AN ESSENTIAL TO ROYALS AND LOCALS.

LOST & FOUND —CAPIZ BAR—

El Presidente (1920)

The El Presidente earned its acclaim in Havana with a mix of white rum, orange curacao, Martini Bianco and grenadine in Cuba during the 1920s through the 1940s during the American prohibition. The cocktail was named in honor of president Gerardo Machado and quickly became the preferred drink of the Cuban upper class.

YESPER MARTINI (1953)

A Vesper differs from Bond's usual cocktail of choice, the Martini, in that it uses both gin and vodka, and usual dry vermouth instead of the kina lillet, and a lemon peel instead of an olive.

As quoted in the novel "Three menaces of Gordon's, one of vodka, half a measure of Kina Lillet. Shake it very well until it's ice-cold, then add a large thin slice of lemon peel. Got it?"

grenadine, seed school books, orange marmalade
THE WHOLE WORLD OF WIZARDRY IS ONE STORY!
CocktailBookz/CocktailBookz - All Recipes By Book, 1.17.2016

NEW YORK SOUR (1880)

A pre-prohibition drink thought to have been first made in the 1880s by a bartender in Chicago by mixing whisky, orange juice, dry red wine and sweet and sour mix. This drink was originally named the continental sour and then southern whiskey sour before becoming the New York sour, probably after a bartender in Manhattan started serving the drink and made it popular.

Death In The Afternoon (1935)

Also called the Hemingway or the Hemingway Champagne, is a cocktail made up of absinthe and sparkling wine created by Ernest Hemingway in 1935. The cocktail shares a name with Hemingway's book death in the afternoon.

Hanky Panky (1903)

The Hanky-Panky cocktail was the brainchild of Ada Coleman (known as "Jolly") who began as a bartender at the Savoy hotel in 1903. The late Charles Hemingway was one of the best judges of cocktails that only knew of. When Charles Hemingway was overworking, he used to come into the bar and say, "Coley, I am tired. Give me something with a bit of punch in it." It was for him that I spent hours experimenting until I had invented a new cocktail with Gin, Campari and Martini Bianco. The next time he came in, I told him I had a new drink for him. He sipped it, and, draining the glass, he said, "By Jove! That is the real hanky-panky!" and Hanky-Panky it has been called ever since.

SUDAM BISWAL WISDOM IN A GLASS

All cocktails are priced at Rs. 700

All prices are in Indian Rupees • Prices are subject to applicable government taxes • Prices exclude discretionary gratuity.

LOST & FOUND —CAPIZ BAR—

Blackthorn Irish (1900)

RED LION (1930)

The Red Lion cocktail is a cocktail that has a long history and is distinctly known for being the only cocktail created with gin, orange liqueur and orange juice for a cocktail, that made it into the standard cocktail lists. It was the winning cocktail in a London cocktail competition in 1933 - at a time when London was a hotspot for trendy mixologists - by a bartender from the Cafe Royal, Arthur Tating.

Mary Pickford (1920)

A Mary Pickford is a prohibition era cocktail made with white rum, fresh pineapple juice, grenadine and Maraschino liqueur. It is served shaken and chilled, often with a Maraschino cherry. Named for Canadian-American film actress Mary Pickford (1892-1979), it is said to have been created for her in the 1920s by either Eddie Weisler or Fred Kaufmann at the Hotel Nacional De Cuba on a trip she took to Havana with Charlie Chaplin and Douglas Fairbanks.

Corpse Reviver no.2 (1861)

The Corpse Reviver family of cocktails are intended as 'bait of the dog' hangover cures, hence the name. Most of the corpse reviver cocktails have been lost to time, but the gin, orange liqueur, Martini Bianco and Absinthe based Corpse Reviver #2 is a more popular version. Popularized by the 1930 Savoy Cocktail Book by Harry Craddock, this classic cocktail is part of a succession of "Corpse Revivers" originally devised as a hangover cure.

LAST WORD (1910)

The first publication in which the last word appeared was in Ted Saucier's classic 1951 cocktail book "Bartends Up!". In it Saucier states that the cocktail was first served around 30 years ago with gin, chartreuse and Maraschino liqueur. Since that date the creation of the drink to the first years of the prohibition (1919-1933), it is usually considered a prohibition era drink. The cocktail however fell into oblivion sometime after World War II until it was rediscovered by Murray Stronson in 2004. Stronson was looking for a new cocktail for the Zig Zag Cafe in Seattle, when he came across an old 1952 copy of Saucier's book.

SUDAM BISWAL WISDOM IN A GLASS

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Menu Creation



PART 1

THE UNFORGETTABLE PROHIBITION 1920 ONWARDS

Planet of imprisoned pasta,
Time of dark and ragged masks,
Life of chants and pointless tasks,
Take a cask,
Let living last.

Yet under the cloak of the waterfall,
Despite the warnings in nature's oak,
The Unhooded work on a better machine,
To spin a storm,
And set them free.

Revisiting years of the yester past, the time traveller first visits the Prohibition era. An era that has gone through Alcoholism, family violence, saloon based political corruption. The Prohibition Era was a nationwide constitutional ban on the production, importation, transportation, and sale of alcoholic beverages that remained in place from 1920 to 1933. An attempt to legislate morality, both federal and local government struggled to enforce Prohibition over the course of the 1920s. It led to the increase of illegal production & sale of liquor (known as bootlegging) and the proliferation of speakeasies (illegal drinking spots).

Our time traveller was lucky to see the decade with the Moonshine whisky & bathtub gins in speakeasy bars where the bartender asks the drunken people to keep it low.

THE EIGHTEENTH AMENDMENT

The Eighteenth Amendment (Amendment XVIII) of the United States Constitution came into effect on January 16, 1920. It marked the beginning of the Prohibition Era and established the prohibition of alcoholic beverages in the United States by declaring the production, transport, and sale of alcohol illegal. The temperance movement to curb the consumption of alcohol was led speeches, advertisements, and public demonstrations, claiming that banning the sale of alcohol would get rid of poverty and social issues, such as temperance behavior and violence. This cocktail celebrates the so-called "coble experiment" the effects of which lead to our next story.

- ROCKFORD GIN
- CLAMATO
- VANILLA VEE VANDERBILT
- BITTERS
- SODA

GANGSTER

The Prohibition era encouraged the rise of organized activity associated with bootlegging. It was during this time that the society saw a rise in the number of mobsters and gangsters. Mafia began to develop the image that it currently has. This trade supply-demand gap in the alcohol business was what the gangsters needed to see and rose to fame. Each major city had its gangster element but the most famous was Chicago with Al Capone.

As Al Capone put it, "All I do is to supply a public demand, somebody had to throw some liquor on that there. Why not me? I'm just a businessman, giving the people what they want."

- LEGAL DISTILLED WHITE RUM
- CLAMATO
- GREEN GRAPE
- CELERY LEAVES
- LEMON JUICE
- SAMPLE SODA
- CELERY WATER

PART 2

POST - PROHIBITION

Back in 1933 our Time traveller said, "Onto the next adventure!". He unravelled to us hidden mysteries of the post prohibition era. Our Time Traveller was here to reveal the Post-Prohibition step into a bygone era that engages all senses, everything from classic cocktails with a modern twist from the prohibition era style.

This part talks about contemporary cocktails with bold spirits, liqueurs and bitters. More than just creating well-balanced, artistic cocktails with fresh seasonal ingredients it talks about the brilliant techniques once known to only the bartenders before Prohibition.

The Time Machine also witnessed the deadliest war in history, involving every part of the Axis alliance and the Allied reaction.

DECADE

During the Prohibition Era most well-travelled bartenders were forced into some other trade. Some left the US to tend bars in Europe and other countries. Others tended at spas and kept up their craft the best they could, but for the most part, we went from a cocktail renaissance into the dark ages.

During World War II, distillers produced industrial alcohol for the war effort, whiskey production virtually stopped, and it was rationed.

Post prohibition saw bartenders in Europe use the techniques of the old to create both classic cocktails and new creations. The end result is further advancement of mixology by erasing the stigmas of post prohibition drinking and exposing patrons to cocktails and flavors that many have likely never experienced before.

- VODKA
- ROSEMARY SODA
- PASTOR FRUIT
- LEMON JUICE
- TONIC WATER

WORLD WAR II

Prohibition ended in 1933, but the Second World War meant times remained tumultuous for the liquor industry. The carnage of World War II was unprecedented and brought the world closer to the term "total warfare." On average 12,000 people were killed each day. Western technological advances had turned upon itself, bringing about the most destructive war in human history.

This cocktail page tribute to the most widespread war in history, the war that divided, and the war that involved more than 100 million people from over 50 countries. Our Time Traveller has put together Russian Vodka, Mexican Tequila, English Gin, Asian Lime Leaves, European Red Wine, German Schnapps and Indian Pink Himalayan Salt in a tribute to the greatest war of time.

- VODKA
- GIN
- RED WINE INFUSION WITH SALT
- TEQUILA
- SAMPLE SODA
- LIME LEAVES
- GINGER
- PINK HIMALAYAN SALT

Menu Creation



PART 3

UNLOCKING THE MYSTERIES BEHIND GREAT WOMEN

The Time Traveller next propelled his time machine into different time periods that saw significant women go down in history. Set to unlock the secrets behind the stories of three very powerful women, this part shows us a world that defined the independent strength, determination and power in an age commanded by men.

The Empowered Woman, she moves through the world With a sense of confidence and grace. Her once reckless spirit now tempered by wisdom. Quietly, yet firmly, she speaks her truth without doubt or hesitation. And the life she leads is of her own creation.

Like the mythical Phoenix, She has risen from the ashes and soared to a new plane of existence, Unfettered by the things that once that posed such resistance.

Her senses now heightened, she sees everything so clearly. She hears the wind rustling through the trees, Beckoning her to live the dreams she holds so dearly. She feels the softness of her hands And muses at the strength that they possess. Her needs and desires she has learned to express.

AMALIA

Amalia Victoria Brown, known by her husband as Mrs. Amalia, was the wife of a prominent British colonial administrator. A woman of exceptional beauty and intellect, she was known for her generous and hospitable nature. She was the wife of Sir Percival Herbert Brown, a member of the Legislative Council of the Straits Settlements.

In 1902, Sir Percival bought a small estate in the hills of Malaya. He had long been a proponent of the 'Frisch' or 'Frisch' style of living, and he wanted to create a home that reflected his tastes. He was looking for a woman who could help him in this endeavor. He was looking for a woman who could help him in this endeavor.

The Percival's ambitious plans were met with a woman who was not only a woman of letters but also a woman of action. She was a woman who was not only a woman of letters but also a woman of action. She was a woman who was not only a woman of letters but also a woman of action.

Her's like
Gin & Tonic
Mojito
Vodka Tonic

POET

Our Time Traveller goes back to the 1900s to visit 'The Mother of Modern Bharat' - Sarojini Naidu. This significant woman is one of the greatest women who fought against the British rule of India and other colonial powers in India. She and her husband, Motilal Naidu, were Indian social activists for the Indian people, anti-caste social reformers, writers and poets. Through, she was firmly convinced, she was encouraged and motivated by her husband to study. Later on she became the first lady teacher of India in the school started by her husband. She played an important role in improving women's rights in India during British rule.

We dedicate this cocktail to her tenacity and the social reform movement she led, which allows women to stand on the same platform as men today and be respected.

Gin
Rose Water
Ginger
Cardamom
Fruit Syrup
Lemon

PART 4

CONNECTING THE EAST AND THE WEST

Next stop for our Time Traveller is 20 years down the line.

A stranger enters a bar and slowly walks towards the bar chairs. The stranger eyes the bottles behind the bar. Taking a seat he tells the bartender "I am thirsty. What can you fix me?" The bartender picks up a bottle of whiskey as he asks the stranger, "You look like more of an old fashioned guy." The stranger looks at the bartender and tells him, "Pour some Sake into your mixing glass, drop in a dash of bitters, sugar, a splash of green tea and shake."

The Bartender seems quite amused by the stranger's cocktail request. The stranger's eyes brighten and a wide smile lights up his face as he tells the bartender, "It's a drink I invented myself. I call it an 'East meets west'."

The stranger's drinks appear in front of him. He takes a sip and gives the bartender a nod of approval.

The bartender smiles as he thinks to himself about 'Connecting the East and the West.'

The stranger walks out with a smile on his face as he seems content with visiting and inspiring his future self. Our Time Traveller took a while before he discovered the secret of Time Travel.

In the last part we look at cocktails that draw inspiration from the East and the West and combines them into a unique blend of fused flavours.

INDIAN BITTER COMPANY

RUM
NEEM LEAF
LIME LEAF
GRAPEFRUIT MARMALADE
MASALA CHAI
LEMON

RUM Barbados
NEEM India, Myanmar, Bangladesh, Sri Lanka, Malaysia and Pakistan
LIME LEAF Asia
GRAPEFRUIT Barbados
MARMALA CHAI India
LEMON India & China

WALKING THROUGH VIETNAM

SAKE
GIN
LEMONGRASS
MINT WITH SPICE SUGAR
CORIANDER SYRUP
ANGOSTURA AROMATIC BITTERS

SAKE Japan
LEMONGRASS India, Sri Lanka, Burma and Thailand
MINT Asia and Mediterranean region
CORIANDER Southern Europe, North Africa and southwestern Asia
ANGOSTURA BITTERS Trinidad and Tobago

Associated With



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Breaking the
RECORD with the
FASTEST BARTENDER
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