



FlairMania Consultancy

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About FMBA 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

Meet the Team



Raj Medar

Founder Flair Mania Bartending Academy &

Flair Mania Consultancy

Raj is an enterprising & resourceful entrepreneur having over decades of experience in service & hospitality sector. He started **FMBA** academy in the 2008.

He has 18 years of experience in hospitality industry.

Meet the Team



Sudam Biswal

Co- founder Flair Mania Consultancy

Senior Consultant

Has worked in hospitality industry for 14 years. His last designation was **Beverage Manager, Holiday Inn, Goa**. Previously worked with JW. Marriott, Pune, Novotel, Pune, Grand Hyatt, Goa, Hyatt Regency , Lucknow. Among Sudam's achievements, highlights include winner of **Bacardi Legacy cocktail competition 2013**, represented India on a global platform & was winner of **Feni cashew trail 2016** & awarded for the **best cocktail bar for UP's Bar, Hyatt regency, Lucknow**. Has consulted for multiple restaurant & bars across India.



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

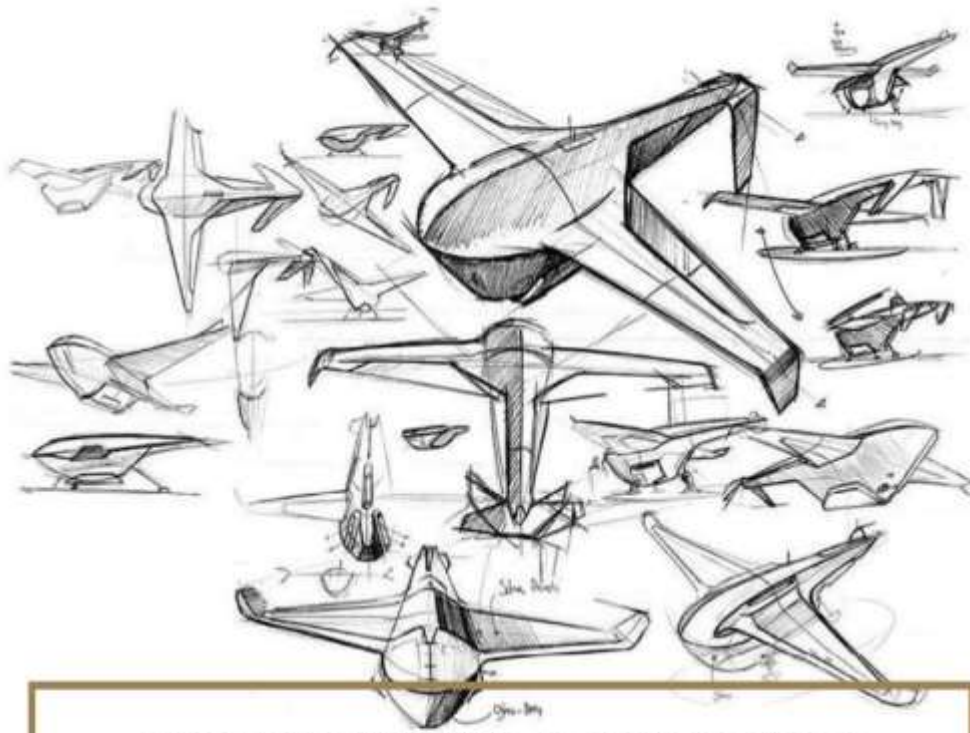


Developing Concept

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



CONCEPTUAL DESIGNING

The bridge between what's in your head and what could be in the market

Jasmine Jerry A

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. ?

What We Do

- 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



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.

What We Do

- 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



Our Innovation











Menu Creation

CAPIZ BAR

Halloween

Bloody Bellini 500

Campari, Prosecco, Peach Syrup,
Grenadine, Lime Juice

★★★★★★★★

Goosebumps 500

Kahlua, Vodka, Espresso,
Caramel Syrup

★★★★★★★★

Drunken Devil 500

Whisky, Campari, Red Wine,
Chili, Indian Spice Sugar

★★★★★★★★

Love In The Cemetery 500

Dark Rum, Lychee Juice,
Ginger, Sugar, Lime Juice

★★★★★★★★

Mostly Ghostly 500

Kahlua, Baileys, Sambuca,
Orange Juice

All prices are in Indian rupees, subject to applicable
government taxes and a discretionary 5% service charge.

Wisdom in a glass - Sudam Biswal



COCKTAIL 600 **MOCKTAIL** 350

MANGO CAIPIRNHA

Cachaça, Raw Mango, Lime Wedge

MANGO RITA

Vodka, Raw Mango, Mango Juice,
Basil, Lime Juice

MANGO GINNI TINI

Gin, Ginger, Raw Mango Puree,
Lime Juice, Coriander Syrup

MANGOOSA

White Rum Infused with Ripe Mango,
Mango Puree, Thyme, Lime

MANGO FASHIONED

Whisky Infused with Raw Mango and
Indian Spices, Bitters, Castor Sugar,
Orange Zest

MANGO GINGER

Mango Pulp, Ginger

MANGO PANNA

Raw Mango Pulp, Powdered Cumin
Seeds, Rock Salt, Mint

MANGO DELIGHT

Mango Pulp, Vanilla Ice-Cream, Milk,
Whipped Cream

MANGPPLE

Mango Puree, Green Apple and
Raw Mango Syrup, Khus Syrup

KHATHA MEETHA AAM

Raw Mango Juice, Tamarind Pulp,
Passion Fruit Syrup, Mango Juice

GRAND | HYATT
GOA



WISDOM IN A GLASS - SUDAM BISWAL

ALL PRICES ARE IN INDIAN RUPEES. PRICES ARE SUBJECT TO APPLICABLE GOVERNMENT TAXES.
PRICES EXCLUDE DISCRETIONARY GRATUITY.

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 presidente Gerardo Machado and quickly became the preferred drink of the Cuban upper class.

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.

Hanky Panky

(1903)

The Hanky-Panky cocktail was the brainchild of Ada Coleman (known as "Coley") who began as a bartender at the Savoy hotel in 1903. The late Charles Hawtree was one of the best judges of cocktails that Coley knew of. When Charles Hawtree 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.

VESPER 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 liket, and a **lemon peel** instead of an olive. As quoted in the novel *"Three measures 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?"*

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Death In The Afternoon (1935)

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

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)

We have Gary Regan to thank for the modern Blackthorne cocktail. The basic model of the drink has been around for about a hundred years, but its original incarnation, as the Blackthorn (no final "e" in the old days), was a nondescript mishmash of flavours that didn't hang together very well. When Robert Vermeire first published the recipe (cocktails, how to mix them, 1922), he referred to it as "a very old cocktail," and attributed it to New Orleans bartender, Harry Johnson. His recipe called for equal parts of **Irish whiskey** and **dry vermouth**, plus dashes of **bitters** and **absinthe**.

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 Woolke or Fred Kaufmann at the Hotel Nacional De Cuba on a trip she took to Havana with Charlie Chaplin and Douglas Fairbanks.

LAST WORD (1910)

The first publication in which the last word appeared was in Ted Saucier's classic 1951 cocktail book *'Bottoms Up'*. In it Saucier states that the cocktail was first served around 30 years ago with **gin**, **chartreuse** and **Maraschino liqueur**. Since this dates 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 Stenson in 2004. Stenson 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.

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RED LION (1930)



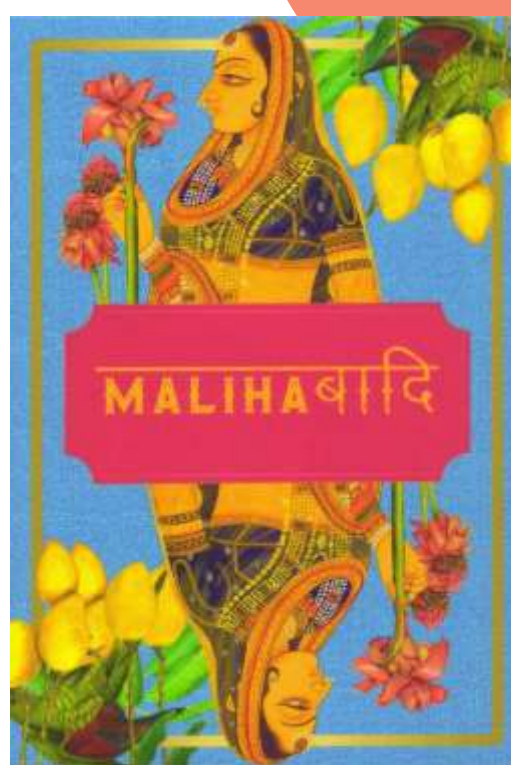
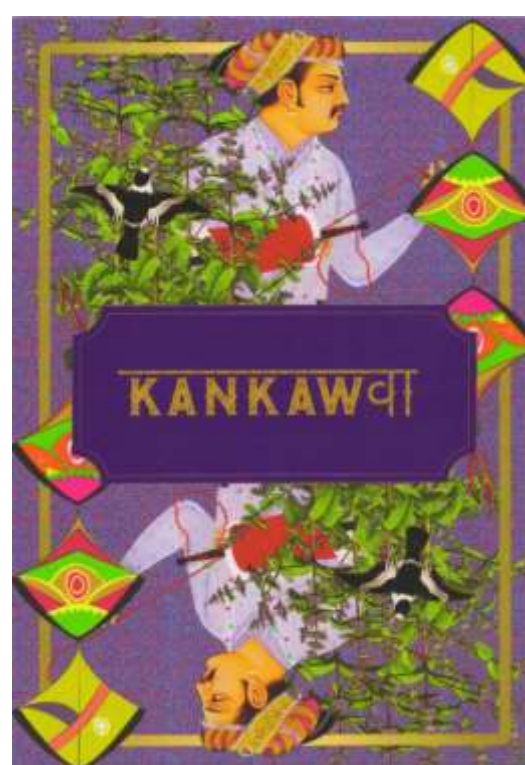
The Red Lion cocktail is a cocktail that has a long history and is distinctly known for being the only cocktail created with **gin**, **orange liqueur** and **orange juice** for a contest, that made it into the standard cocktail lists. It was the winning cocktail in a London cocktail competition in 1933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

Corpse Reviver no.2 (1861)

The Corpse Reviver family of cocktails are intended as 'hair 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.

SUDAM BISWAL WISDOM IN A GLASS

All cocktails are priced at Rs. 700



KANKAWWA

CUCUMBER
WATERMELON
GIN
• BASIL •
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

KAKORI SPICE
TOMATO JUICE
VODKA
• AN INDIAN BLOODY MARY •
TANGY | SPICY | DESI

INR 600

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

MALIHABADI

GINGER
MANGO
WHISKY
• DASH OF LEMON JUICE •
SWEET | SPICE | NOSTALGIC

INR 600

THE LEGENDARY MALIHABAD MANAGGES GETS A
TWIST OF PENICILLIN (THE DRINK NOT THE MEDS).
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 ITTAR OR ATTAR,
TRADITIONALLY MADE NATURAL PERFUMES
OF LUCKNOW THAT CONTINUES TO BE AN
ESSENTIAL TO ROYALS AND LOCALS

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 call;
The Unheeded 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 18, 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 immoral behavior and violence. This cocktail celebrates the so called 'noble experiment' the effects of which lead to our next story.

BATHTUB GIN
CAMPARI
EXTRA DRY VERMOUTH
BITTERS
SUGAR

GANGSTER

The Prohibition era encouraged the rise of criminal activity associated with bootlegging. It was during this time that the society saw a rise in the number of mobsters and gangsters. Mafias began to develop the image that it currently has. This huge supply-demand gap in the alcohol business was what the gangsters cashed in on 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 thirst. Why not me? I am just a businessman, giving the people what they want."

ILLEGAL IMPORTED
WHITE ROM
CAMPARI
GREEN GRAPES
CELERY LEAVES
LEMON JUICE
SIMPLE SYRUP
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 sprits, 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 trained bartenders were forced into some other trade. Some left the US to tend bars in Europe and other countries. Others tended at speakeasies 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 SHRUB

PASSION 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 closest to the term "total warfare." On average 27,000 people were killed each day. Western technological advances had turned upon itself, bringing about the most destructive war in human history.

This cocktail pays 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 REDUCTION

WITH HARI

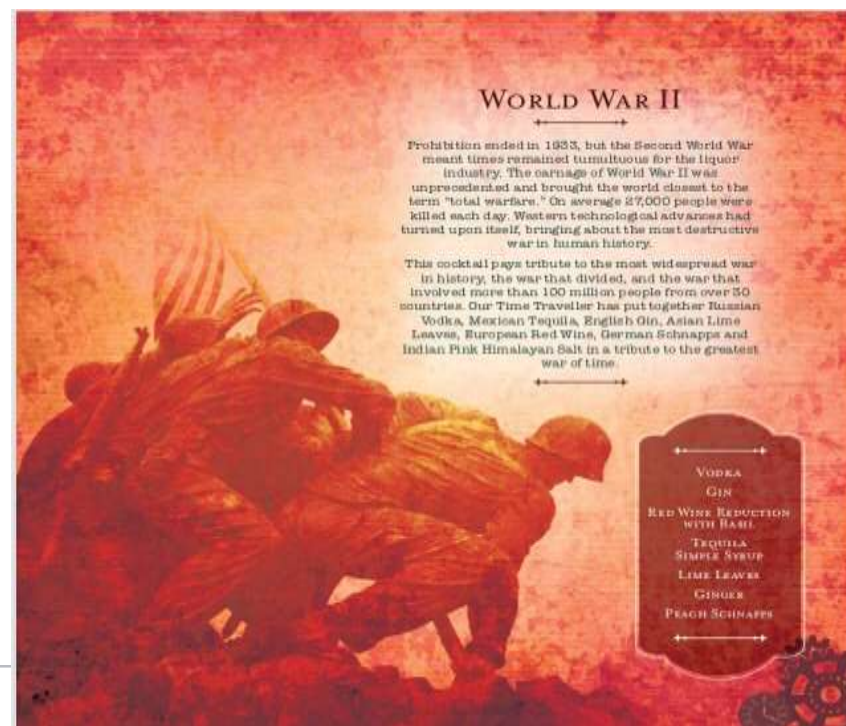
TEQUILA

SIMPLE SYRUP

LIME LEAVES

GINGER

PEACH SCHNAPPS



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 Boretti, known by her family name of Tola Amalia, was the well educated Italian born granddaughter of a French coffee plantation owner. A woman of unusual beauty she was known for her generosity and balanced judgement. She was the wife of Don Pasquale Boretti. Much of the experience Boretti can tell us.

In 1962, Don Pasquale bought a small coffee plantation and began producing the world's first light-bodied coffee. From here nothing is the history of the plantation goes back to the idea of breeding the tree with the best shape, a creature believed by some to be a symbol of good fortune. This opened business doors led to BAKARI from being recognized all over the world as "The King of the Bean".

Don Pasquale's astounding success could be partially credited to Amalia's support. She says she gave the idea for the coffee but agreed that she should be the one to run the plantation. She says she has been married for 100 years now, but she has been married for 100 years now. A woman of words, she advised Don Pasquale to invest heavily in his coffee business.

Wine
Grape
Mustard
Honey

POET

Our Time Traveller goes back to the 1800s to visit The Mother of Modern Education - Sarojini Phule. This significant woman is one of the supreme names who fought against the totalitarianism of caste and other social evils in India. She and her husband, Mahatma Jyoti Phule, were Indian social activists for the Dalit people, anti-caste social reformers, writers and poets. Though, she was formerly uneducated, 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 bravery and the social reform movement she led, which allows women to stand on the same platform as men today and be celebrated.

Gin
Rose Water
Chamomile
Cardamom
Peach 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 LEAVES
LIME LEAF
GRAPEFRUIT
MARMALADE
MASALA CHAI
LEMON



RUM
Barbados



NEEM
India, Myanmar,
Bangladesh, Sri Lanka,
Malaysia and Pakistan



LIME LEAF
Asia



GRAPEFRUIT
Barbados



MASALA CHAI
India



LEMON
India & China

WALKING THROUGH VIETNAM

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



SAKE
Japan



LEMONGRASS
India, Sri Lanka,
Burma and Thailand



MINT
Asia and
Mediterranean
regions



CORIANDER
Southern Europe,
North Africa and
southwestern Asia



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HOTEL


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MARRIOTT


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Drink Responsibly