



THE POSHMAKERS

present....



'PUTTING PEN TO SHAKER'

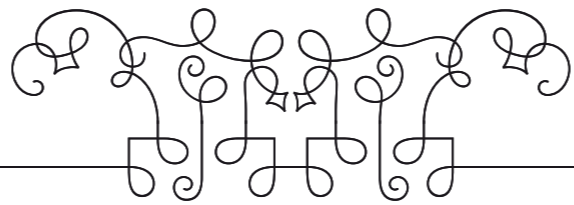
2014

*A European Bartender Competition
Inspired by **British eccentricity**, with a literary twist.*

www.theposhmakers.com

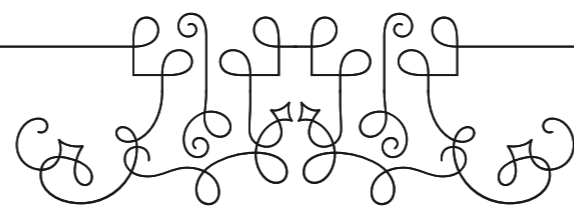
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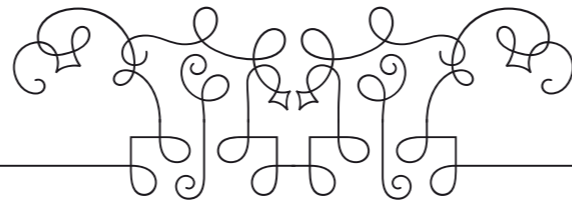
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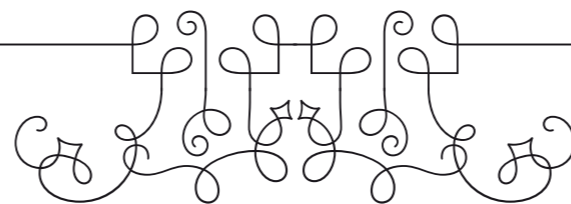
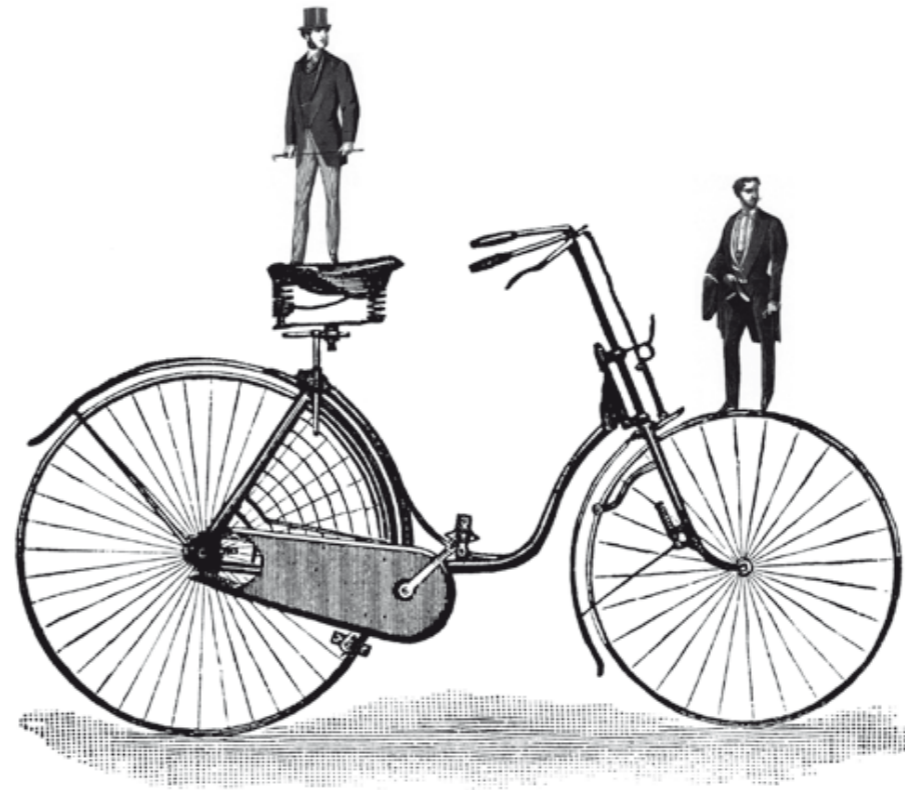
The Poshmakers

Founded in London in 2010, The Poshmakers draws on experience from a variety of sectors, creating trend setting multi-sector products and services.





*Superbly crafted spirits and other
modern-classic libations*



PUTTING PEN TO SHAKER 2013



Winner David Hamilton-Boyd with Ellie, 'Head' Poshmaker.

David won a trip to Madrid, G&T World Capital and had his article published in Bar Magazine in March 2014. His winning drink; 'Does a Bear Drink Rum in Peru?' was inspired by Paddington Bear.



‘So, what’s the brief for 2014?’

1

CREA UN COCKTAIL PREMIUM UTILIZANDO UNA COMBINACIÓN DE, AL MENOS, DOS DE LAS MARCAS THE POSHMAKERS, COMO SE MUESTRA EN LA PÁGINA SIGUIENTE.

2

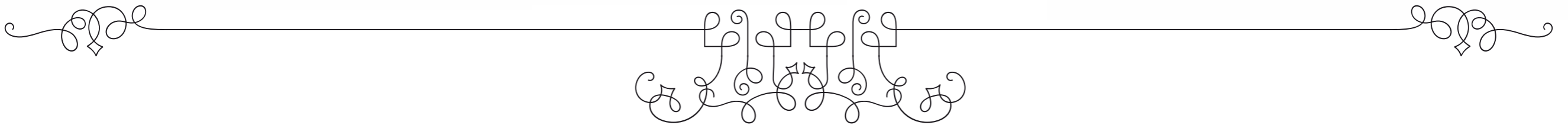
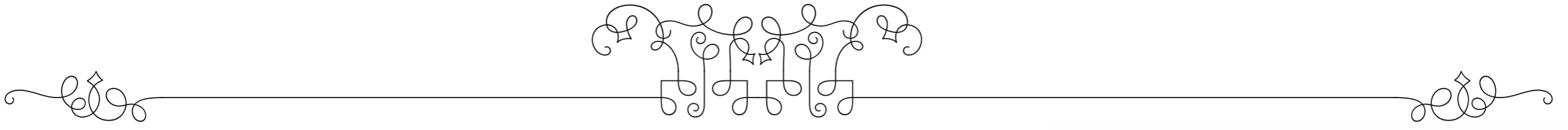
DA A TU BEBIDA NOMBRE Y PERSONALIDAD, INSPIRÁNDOTE EN UN LIBRO DE FICCIÓN O HISTÓRICO, COMIC O BIOGRAFÍA; LA ELECCIÓN ES TUYA!

3

TU RECETA DEBERÁ INCLUIR UN MÍNIMO COMBINADO DE 50ML Y MÁXIMO DE 100ML DE, AL MENOS, DOS DE LAS MARCAS THE POSHMAKERS.

NO HAY LIMITE EN EL NÚMERO DE INGREDIENTES SECUNDARIOS. SÉ TAN CREATIVO COMO QUIERAS EN EL USO DEL RESTO DE INGREDIENTES Y MÉTODO DE PRESENTACIÓN





‘What could I win?’

Podrás ganar.....



**5000 EUROS
EN EFECTIVO**



plus

**3000 EUROS
EN PRODUCTOS POSHMAKERS**

**VERÁS PUBLICADA TU EXPERIENCIA COMO GANADOR
A LO LARGO DEL CONCURSO EN BAR MAGAZINE**

‘Who’s judging us?’



IAN 'RUM AMBASSADOR' BURRELL

IAN IS A PROMOTER, EDUCATOR AND STRATEGIST FOR THE RUM CATEGORY GLOBALLY. ALSO THE FOUNDER AND OWNER OF THE WORLD'S PREMIERE RUM EXHIBITION, THE RUMFEST IN LONDON, UK.



MARIAN BEKE

HAVING HONED HIS SKILLS AS A BARTENDER AT SOME OF LONDON'S BEST VENUES, NAMELY TOWNHOUSE, MONTGOMERY PLACE AND PURL, MARIAN IS RENOWNED FOR HIS EXTRAVAGANT GARNISHES AND UNBOUNDED KNOWLEDGE OF COCKTAILS AS HEAD BARTENDER AT NIGHTJAR, LONDON.



DAVID HAMILTON-BOYD

WINNER OF PUTTING PEN TO SHAKER 2013 .
AFTER 16 YEARS IN A WIDE VERITY OF COCKTAIL BARS, CLUBS, AND RESTAURANT BARS DAVID HAMILTON BOYD HAS MOST RECENTLY BEEN SHAKING UP A STORM WITH HIS EVENTS COMPANY ORGANIC SPIRIT WHERE THE FOCUS IS ON GREAT DRINKS MADE WITH FORAGED, ORGANIC AND FAIR-TRADE INGREDIENTS.



GRETA GRONHOLM

THIS FINNISH BEAUTY IS THE WINNER OF THE IBA WORLD COCKTAIL CHAMPIONSHIP 2013 WITH HER IMAGINATIVE AND BALANCED 'MY GREEN SUMMER COCKTAIL'. GRETA WORKS AT THE FAMILY-OWNED HOTEL IN LOIMANN SOKOS, FINLAND.



FRANCISCO GUERRIERO

BARTENDER, F & B, DIRECTOR, PROFESSOR, FRANCISCO HAS DEDICATED HIS LIFE TO THE BAR WORLD. HAVING PARTICIPATED IN MANY COMPETITIONS AND WON HONORABLE QUALIFICATIONS. CURRENTLY, FRANCIS IS THE PRESIDENT OF THE BARLAVENTO ARADE BARMEN ASSOC. AND HOTEL MANAGER. HE ALSO BELONGS TO THE GROUP OF FOUNDERS OF THE WORLD OF MIXOLOGY IN PORTUGAL, WHERE HE IS AN INSTITUTION.



TUPAC KIRBY

FOUNDER AND DIRECTOR OF "THE COCKTAIL ROOM" TUPAC IS A TEACHER, SOMMELIER, SPIRITS EXPERT AND WRITER. A RESTLESS MIND THAT FOR YEARS HAS BEEN TEACHING COURSES, CONSULTING, COORDINATING AND COLLABORATING IN MANY EVENTS. FOUNDER OF MIX & SHAKE MADRID.

‘Where & When?’

STAGE 1.
THE QUALIFIERS

1er CLASIFICADO

**250 € EN PRODUCTOS THE POSHMAKERS Y
GASTOS DE DESPLAZAMIENTO A FINAL NACIONAL**

2er CLASIFICADO

GASTOS DE DESPLAZAMIENTO A FINAL NACIONAL

ALGARVE. **MANCHESTER.** LISBON.
LONDON. LA CORUNA. **MADRID.**
BRISTOL. **THE CANARIES.** PORTO.
SCOTLAND. BARCELONA.

CHECK FACEBOOK FOR ANNOUNCEMENTS ON VENUE & ENTRY DEADLINE







STAGE 2.
NATIONAL HEATS

1er CLASIFICADO

500 € EN EFECTIVO
GASTOS DE DESPLAZAMIENTO A GRAN FINAL LONDRES

2er CLASIFICADO

GASTOS DE DESPLAZAMIENTO A GRAN FINAL LONDRES

LONDON.
LISBON.
BARCELONA.
AMSTERDAM.
PRAGUE.
BERLIN.

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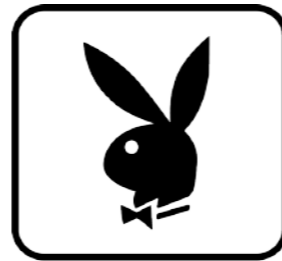






THE FINAL

TUESDAY 4TH NOVEMBER



PLAYBOY CLUB
LONDON

1er CLASIFICADO

1.000 GBP EN METÁLICO

+ TU HISTORIA PUBLICADA EN BAR MAGAZINE

+ UNIRTE AL EQUIPO DE DESARROLLO DE THE POSHMAKERS

2er CLASIFICADO

500 GBP EN METÁLICO

+ PARTICIPAR CON THE POSHMAKERS EN ALGUNO DE LOS EVENTOS INTERNACIONALES DE 2015





'I'm ready to go, where do I sign up?'

SUBMIT YOUR RECIPE

ASEGURATE DE ENVIAR TU RECETA, NOMBRE DEL COCKTAIL, TU LIBRO ELEGIDO Y TU LUGAR DE TRABAJO, ASI COMO TUS DATOS PERSONALES, AL MENOS **14** DIAS ANTES DE LA FECHA DE LA FASE QUE HAS SELECCIONADO PARA PARTICIPAR.

ENVIALO POR MAIL A:

UNITED KINGDOM

JIMI PEARCE

'JIMIPEARCE@ME.COM'

PORTUGAL

FRANCISCO GUERREIRO

'BARMANBARLAVENTO.ARADE@HOTMAIL.COM'

**ESPAÑA, CZECH REPUBLIC,
GERMANY & NETHERLANDS**

ELLIE BAKER

'INFO@THEPOSHMAKERS.COM'

GOOD LUCK!





THE POSHMAKERS, Ltd
BURWOOD HOUSE, 14-16 CAXTON STREET
SW1H 0QY LONDON
U.K.: +44 (0) 7503526419
SPAIN: +34 (0) 670208953
info@theposhmakers.com