



BARTENLAND ASSIST

WHAT'S THE PLAN?

ORGANIZE ALL OF YOUR STRATEGIC BAR PLAN TODAY!



BARTENLAND ACADEMY

Who we are?

Bartenland Academy is the first bartending academy that supports the industry with premium services and tailored packages for every situation. We aim to provide solutions for the challenges faced in this field based on our years of accumulated experience and revive this profession, which has been heavily tested in recent times.

Bartenland Academy aims to offer all the necessary services for the high-standard practice of the bartending profession, covering all its branches. Innovation, creativity, and professionalism make this academy a completely unique concept in Romania.

In short, Bartenland will encompass services such as training and development courses, distribution, comprehensive assistance (menu design, bar organization, equipment, etc.), events, book launches, homemade products, recruitment, and much more.

BARTENLAND ASSIST

Bartenland Assist handles the support and assistance necessary for your bar to operate at the highest standards of quality. Our experience in the world of bartending helps us identify existing problems and provide solutions to resolve them, ensuring everything is always ready to serve guests. This is reflected both in the timely delivery of the preparations and their quality.

By using our services, you will benefit from the support needed to create a complete bar menu, and we will provide guidance in choosing bar utensils, equipment, and appliances, glassware products, beverages, and ingredients that need to be purchased.

Our team of bar consultants approaches projects with a creative mindset akin to designing a conceptual masterpiece. We foster close collaboration and coordination with our clients, ensuring that every step is meticulously followed. The initial stage entails engaging in brainstorming sessions with team members to ascertain desires, ambitions, and the intended direction. Subsequently, we conduct extensive research on both the local market and global cocktail trends.

Based on our expertise, we will formulate a robust beverage concept tailored to reflect evolving styles, the venue's theme, and the refinement of your business operations.

The research and conceptualization process directly correlates with the experience that patrons will encounter at your establishment. The libations we craft will tantalize all five senses and embody the essence of your venue's concept. Considerations such as the scents that greet guests upon entering the bar and the emotions we want them to experience upon departing are paramount. Through strategic decor choices, the attire of bartenders, and a well-executed logistic plan, we aim to enhance service quality and provide guests with an unforgettable experience.



OUR METHODOLOGY

Ideally, we commence preparations, design, and supply for the bar program a minimum of four months in advance, all of which occur on-site.

Our research is rooted in the latest trends and techniques prevalent in both the local and global cocktail market. Moreover, we actively engage in brainstorming sessions with your team to ensure a comprehensive understanding of your specific requirements.

The development of a robust beverage concept seamlessly merges with your brand's style, the venue's theme, and serves to enhance the overall value of your business.

We specialize in crafting cocktails and designing menus that evoke all five senses, weaving together a narrative that guests can only experience within the confines of your establishment. Employing fresh botanical ingredients, unique flavor profiles, captivating presentations, and engaging rituals, we strive to create an ambiance that sets your venue apart and leaves a lasting impression.

Our services are tailor-made to meet your specific requirements and budgetary constraints.

We will meticulously design a powerful and efficient logistics system that ensures consistency and promptness.

Bar Training is a crucial aspect of our process. Following the completion of the design and supply phase, our team will provide a comprehensive two-week training program. We impart the highest level of craftsmanship to your staff, fueling their inspiration and igniting their drive and ambition.

Menu Design: Our meticulously curated menu will possess a distinct personal touch, ensuring that each cocktail is accompanied by a compelling story and the necessary explanations.

Maintenance: Our periodic maintenance visits serve to uphold quality standards, implement adjustments, and accommodate seasonal changes.



BAR CONSULTANCY SERVICE

INITIAL CONSULTATION PACKAGE:

IN-DEPTH ASSESSMENT OF CURRENT BAR OPERATIONS AND GOALS

IDENTIFICATION OF CHALLENGES AND GROWTH OPPORTUNITIES

EVALUATION OF TARGET MARKET AND COMPETITION ANALYSIS

PRICE: €250

MARKET RESEARCH AND TRENDS ANALYSIS PACKAGE:

EXTENSIVE RESEARCH ON LOCAL AND GLOBAL COCKTAIL MARKET TRENDS

ANALYSIS OF CONSUMER DEMOGRAPHICS AND PREFERENCES

COMPETITOR ANALYSIS AND INDUSTRY BENCHMARKS

MARKET RESEARCH REPORT COMPILATION

PRICE: €330

CONCEPT DEVELOPMENT AND BRANDING PACKAGE:

COLLABORATIVE DEVELOPMENT OF A UNIQUE BAR CONCEPT

CREATION OF A COHESIVE BRAND IDENTITY AND VISUAL ELEMENTS

NAMING AND BRANDING ASSISTANCE FOR SIGNATURE COCKTAILS

PRICE: €1,400

BEVERAGE PROGRAM DEVELOPMENT PACKAGE:

CRAFTING A COMPREHENSIVE BEVERAGE MENU WITH UNIQUE OFFERINGS

SELECTION AND SOURCING OF HIGH-QUALITY SPIRITS AND INGREDIENTS

DEVELOPMENT OF SIGNATURE COCKTAILS AND INNOVATIVE RECIPES

PRICE: €1270



STAFF TRAINING AND EDUCATION PACKAGE:
TRAINING SESSIONS ON MIXOLOGY TECHNIQUES AND CUSTOMER SERVICE
EDUCATION ON DRINK PREPARATION, PRESENTATION, AND GARNISHING
ONGOING SUPPORT AND WORKSHOPS FOR STAFF DEVELOPMENT
PRICE: €540(€180/SESSION)

BAR OPERATIONS OPTIMIZATION PACKAGE:
ASSESSMENT OF BAR LAYOUT, EQUIPMENT, AND WORKFLOW EFFICIENCY
RECOMMENDATIONS FOR OPERATIONAL IMPROVEMENTS AND SOPS
INVENTORY MANAGEMENT SYSTEM IMPLEMENTATION
PRICE: €800

MENU DESIGN AND ENGINEERING PACKAGE:
DESIGNING VISUALLY APPEALING MENUS WITH COMPELLING DESCRIPTIONS
MENU ENGINEERING TO MAXIMIZE PROFITABILITY AND SALES
FOOD AND COCKTAIL PAIRING SUGGESTIONS
PRICE: €630

EVENT AND SPECIAL PROMOTION PLANNING PACKAGE:
PLANNING AND EXECUTION OF SPECIAL EVENTS AND PROMOTIONS
CUSTOM DRINK MENUS FOR SPECIFIC EVENTS OR SEASONS
MARKETING AND PROMOTIONAL SUPPORT
PRICE: €2330

ONGOING SUPPORT AND MAINTENANCE PACKAGE:
REGULAR FOLLOW-UPS AND PERFORMANCE EVALUATIONS
SEASONAL MENU UPDATES AND ADJUSTMENTS
TROUBLESHOOTING AND OPERATIONAL SUPPORT
PRICE: €200 PER SESSION



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