



THE ART OF BARMAN.

Crafting Fine And Innovative
Cocktails

September 30, October 1 - 2 2024

SO

STELLA
ORIENTIS

Alexis TAOUFIQ

France's Best Craftsman Barman/
Meilleur Ouvrier de France Barman
1st Place Diageo World Class
Competition



WHO IS THE TRAINER ?

ALEXIS TAOUFIQ

Alexis Taoufiq possesses an unparalleled depth of knowledge in product and beverage development, making him a master in the craft of mixology. With a keen eye for innovation, Alexis excels in creating both classic cocktails and pushing the boundaries of creativity to craft signature libations that captivate the senses. His expertise extends beyond the bar counter as he adeptly advises clients on beverage selection and animates environments with his engaging presence. In every aspect of his work, Alexis demonstrates a commitment to excellence and a passion for elevating the drinking experience to new heights.

After completing hotel management training in Strasbourg, he embarked on a journey and honed his skills in both Swiss palaces and cocktail bars in Melbourne, Australia.

Upon returning to France, he combined his mixology talent at Le Forvm bar in Paris, and later secured the position of head bartender at the renowned Parisian establishment, Le Bristol. Subsequently, his professional journey led him to Montreal, where he served as the Director of Operations at 4e mur, a Speakeasy cocktail bar that successfully ranked among the top 10 best cocktail bars in the Americas in 2017. Now back in France, he is developing his ready-to-serve cocktail brand, Papilles Cocktails.

Already a winner in the 2012 World Class France competition, Alexis Taoufiq achieved the ultimate accolade in 2015 by becoming one of the youngest MOFs (Meilleur Ouvrier de France) in his category.

With over 10 years of experience in bars across England, Switzerland, Australia, France, and Montreal, he stands as a seasoned professional in the industry!



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MEILLEURS OUVRIERS DE FRANCE.

The "Meilleur Ouvrier de France (M.O.F.)" is the best craftsman in his profession (best charcutier, best bartender, best pastry chef, best chocolatier etc.). It is the title of supreme excellence given to the best French craftsmen at the end of an extremely selective competition which take place every 4 years since 1924 and brings together tens of thousands of candidates.

The craftsmanship competition is a captivating showcase of various professions. From the artistic flair of florists to the precision of carpenters and the culinary mastery of pastry chefs, it celebrates the diverse range of crafts and skills.

The winners of this prestigious competition not only receive the coveted title but also a well-deserved medal and state diploma, a testament to their exceptional talent and dedication.

Meilleurs Ouvriers de France are considered among the best in the world in their respective crafts and often cumulate titles.

MASTERCLASS OBJECTIVE.

This masterclass provides participants with a unique opportunity to learn about the craft of bartending with Alexis Taoufiq, Meilleur Ouvrier de France (MOF) or France's best craftsman.

Alexis Taoufiq possesses an unparalleled depth of knowledge in product and beverage development, making him a master in the craft of mixology. With a keen eye for innovation, Alexis excels in creating both classic cocktails and pushing the boundaries of creativity to craft signature libations that captivate the senses. His expertise extends beyond the bar counter as he adeptly advises clients on beverage selection and animates environments with his engaging presence. In every aspect of his work, Alexis demonstrates a commitment to excellence and a passion for elevating the drinking experience to new heights.

For this masterclass, our MOF will share with participants the secrets behind classic cocktails as well as tips to incorporate local flavours to create signature cocktails. He will also share the latest trends on alcoholic beverage products along with techniques to advise and sell beverage products.



TARGET AUDIENCE

F&B professionals from Hotels, Bars and Restaurants

Training Method

Stella Orientis Masterclasses organised in partnership with SHATEC are hands on classes with a limited number of participants who will get the chance to directly work and interact with the Meilleur Ouvrier de France in the lab, along with other fellow professionals.

Our Masterclasses combine lectures, demonstrations and hands-on application in the lab bar working with the Meilleur Ouvrier de France.



SO STELLA ORIENTIS

At Stella Orientis, our passion for culinary and hospitality excellence knows no bounds. We are obsessed with raising the bar in the Food and Beverage industry, and we've made it our mission to ensure that every professional in this field has access to the highest caliber of training. Our commitment to excellence is unwavering, and it drives everything we do.

We take pride in curating a roster of the finest craftsmen and experts, Meilleurs Ouvriers de France, all dedicated to sharing their unparalleled knowledge and skills with the F&B community. Our high-end classes are designed to inspire and empower individuals and teams, fostering a culture of continuous improvement. We believe that greatness is achieved through continuous learning, and we are here to guide you on your journey towards culinary and service perfection.

Join our masterclasses and experience the obsession with F&B excellence firsthand. Let us help you unlock your full potential and elevate your career in the vibrant world of food and beverage. Together, we'll shape the future of this industry, one extraordinary training session at a time.



ABOUT STELLA ORIENTIS. ABOUT STELLA ORIENTIS. ABOUT STELLA ORIENTIS. ABOUT STELLA ORIENTIS.

SHATEC

ORCHARD

THE INTERNATIONAL HOTEL & TOURISM SCHOOL
(SINGAPORE)

ABOUT SHATEC.

SHATEC was set up in 1983 by the Singapore Hotel Association to equip Singapore's hospitality industry with a skilled workforce. Since then, SHATEC has distinguished itself as arguably Singapore's most recognised hospitality school with many of its 30,000 strong alumni from more than 20 countries helping key positions in the hospitality and tourism industry.

It is a strong advocate of creative teaching methods. Lessons and programmes at SHATEC are further enhanced by exposing pupils to experiential learning that is as close to a working environment as possible. Students also reap the benefit of interacting with local and international instructors and guest speakers who eagerly share a wealth of knowledge in their respective fields and impart important people-to-people skills gleaned from experience.

Besides nurturing young minds and talents, SHATEC is also a key player in preparing career switchers and mature workers to join the hospitality industry. As an industry school, it also offers a myriad of programmes and workshops to upskill practitioners in the hospitality industry.

SHATEC has launched CLASS @SHATEC, or the College of Lifelong Aspirations & Skills, a new training avenue providing early to mid-career working professionals with a robust variety of industry-relevant short courses, professional certificates, and best-in-class programmes.

Tapping into the leisure market, CLASS @SHATEC also offers experiential lifestyle courses for home cooks and bakers of various levels, as well as beverage enthusiasts looking to diversify their skill sets and acquire new competencies.



ABOUT CLASSIC FINE FOODS.

Wherever your career takes you, you'll find a Classic Fine Foods branch nearby! We are present throughout Europe, The Middle East, and Asia with our 25 local offices and teams. Since 2021, we also supply clients in new geographical areas including the Indian Ocean and the Caribbean Islands to name but a few, thanks to our brand-new international e-shop.

Classic Fine Foods Singapore was created in 2001 and has become a leader in the industry, offering high quality products to the best restaurants, hotels and central kitchens across the city-state as well as the most prestigious department stores and gourmet food outlets. The company partners with brands and businesses that are passionate about food and who provide exceptional, unique gourmet products. The company is proud to deliver on demand, the highest quality of fresh, frozen, ambient and pastry products, enabling the creation of menus and recipes that will excite the most demanding of tastes.

Classic Fine Foods aims to enhance every cooking and dining experience with the best ingredients and food delicatessen in the world and bring to your table.

TheTasteLab by Classic Fine Foods Singapore was opened in 2018. It represents more than a professional kitchen; it is a place to meet, share and learn in a relaxed environment. It offers an exciting program of Pastry and Cuisine classes and a variety of events including training courses, workshops, demonstrations, and culinary journeys run by the best chefs from around the world in collaboration with in-house Executive Chef, José L. Del Amo. TheTasteLab is set up for the clients to hone their techniques, develop new skills, enrich their savior-faire and stimulate their creativity. It offers a truly enjoyable experience when it comes to professional training in Singapore.



ABOUT THE VENUE.

HighHouse

OUR MASTERCLASS
WILL BE HOSTED
AT OUR EXCLUSIVE
VENUE:
HighHouse



Address to the Masterclass Venue
HighHouse
1 Raffles Pl, L61-62,
Singapore 048616

Welcome to HighHouse, a transcendent day-to-night nightlife and culinary destination where music, art, flavours, and conversations intersect. Spanning more than 10,000 square feet across Levels 61 and 62 of One Raffles Place, HighHouse offers unparalleled views of the Singapore skyline, making it the ultimate setting for meaningful connections, impeccable service, exceptional cocktail and culinary experiences, coupled with a progressive soundscape by renowned and emerging music selectors from Singapore and beyond.

Within the space, you will find plush booths as well as window seatings that offer breathtaking views of the Padang or Marina Bay. Whether you're seeking the intimacy of an enclave booth, the wonder of dining with a view, or letting loose and revelling in the pulsating beats without ever leaving your seat, HighHouse seamlessly combines them into a singular and unique experience.

HighHouse transforms over the course of the day, from the light-filled daytime at lunch to the magical violet hours at sundown. Complementing the interior to invoke a sense of discovery for guests are paintings, sculptures and digital art by emerging and established artists.

LEARNING OUTCOMES WHAT YOU WILL LEARN.

This masterclass will cover bartender training in classic and signature cocktails incorporating creativity and innovative techniques in beverage production which includes utilising local products and healthier ingredients. It will also touch on new technologies in the production of alcoholic beverages resulting in products with reduced or no alcohol content. For a holistic approach, participants will also learn techniques to create a vibrant and positive atmosphere at the bar and embody a butler approach to advise and sell beverages in luxury hospitality.



To consolidate and deepen the trainee's knowledge, enabling them to:

- ✓ Develop creativity around products from Singapore
- ✓ Utilization of Local Products Through Learned Techniques
- ✓ Integration of innovative technologies to enhance productivity, foster creativity, and offer healthy alternatives with reduced alcohol content.
- ✓ Master and create both classic and trending cocktails globally ✓ Advise clients in luxury hospitality
- ✓ Learn sales techniques
- ✓ Develop innovation capabilities
- ✓ Understand luxury hotel industry codes
- ✓ Create cocktails for events
- ✓ Utilization of sustainable practices including local sourcing, in-house production, and minimizing environmental impact
- ✓ Create a festive and friendly atmosphere around the bar
- ✓ Practice independently in a "Butler" activity
- ✓ Manage the bar from A to Z

October 1

DAY 2

DETAILED PROGRAM.

8:30 AM to 10:30 AM

- Presentation of participants, trainer, and training program.
- Formation of working groups
- History of cocktails through the ages
- Bar technique: live cocktail creation / theory, demonstration, practice
- Creating a technical sheet
- Cost management through technical sheet compliance and material cost understanding

10:30 AM to 12:30 PM

- Bar technique realization, demonstration, and practice
- Classic and neo-classic cocktails made with a shaker: technical sheets, practical demonstration
- Importance of ice

1:30 PM to 4:30 PM

- Classic and neo-classic cocktails made with a mixing glass: technical sheets, practical demonstration
- Classic and neo-classic cocktails made in a Cuban roll: technical sheets, practical demonstration
- Blue Blazer Cocktail Demonstration
- Initiation to tasting techniques
- Presentation of the history and development of key bar products

DAY 1

September 30

Address to the Masterclass Venue
HighHouse
 1 Raffles Pl, L61-62,
 Singapore 048616

8:30 AM to 12:30 PM:

Be Creative and Eco-Responsible

Work on cocktail balance, initiation to various bar techniques for unique house products, and the perfect balance of a cocktail.

- Infusion, management of different acids, cordial initiations, milk clarification, fat wash, agar agar clarification, carbonization, emulsion.
- Initiation to tasting techniques
- Presentation of the history and development of key bar products
- Work on cocktail balance

1:30 PM to 4:30 PM:

Be Creative and Eco-Responsible

- Zero waste (continued eco-responsibility)
- Infusion, management of different acids, cordial initiations, milk clarification, fat wash, agar agar clarification, carbonization, emulsion.
- Work on cocktail balance
- Start of tests for trainees to create their cocktail for the competition day

October 2

DAY 3

8:30 AM to 12:30 PM

"The Perfect Host", Sales Force, Customer Psychology:

- Mastering the environment: knowledge of products, cocktails, and various hotel services (cross-selling)
- Understanding and anticipating the expectations of a luxury clientele
- Managing crisis situations (problems with customers, problems with equipment, etc.)
- Moving from excellent service to unforgettable service.
- Analysis of cocktail menus brought by trainees
- Balancing your cocktail menu to satisfy customers
- Cocktail decoration, details that make a difference
- How to organize workspaces for consistent quality

1:00 PM to 4:30 PM

Bartender in Butler Activities

- Animation and customer relationship practice
- Differences between working as a bartender in a public establishment and in private (Butler)
- Managing supplies and stocks considering establishment differences
- Team management
- Anticipation and order taking
- Creating a cocktail menu, leaving room for creativity, calculating the cost of a creative cocktail (simple formula for all bartenders)
- Successfully training teams to maintain constant quality
- Organizing workspaces for better ergonomics and faster drink preparation
- Auditing the bar (audit grid) - Hotel bar audit (finding errors)
- Listening to needs and knowing one's place in a service as a butler.
- Balancing your cocktail menu to satisfy customers
- Cocktail decoration, details that make a difference
- How to organize workspaces for consistent quality

REGISTRATION INFORMATION

For Masterclass registration
and information about
funding please email
christophe@stellaorientis.com
and cet@shatec.sg

SCAN HERE TO
REGISTER



All information provided is for the purposes of
this Registration and/or the administration and
provision of the course(s).





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