



Media Contact: Manuela Savona
Savona Communications
manuela@savonacommunications.com
917.969.1275

DRINKSKOOL.com Is Now in Session!

Online Cocktail Teaching Program Designed to Make Everyone a Better Bartender

April 3, 2013 (New York, NY) - Award-winning beverage industry icons Dale DeGroff, Doug Frost, Steve Olson, F. Paul Pacult, Andy Seymour and David Wondrich, the founding members of spirits education company Beverage Alcohol Resource® LLC ([B.A.R.](#)), are delighted to announce that [DrinkSkool](#), their consumer-oriented, on-line teaching program, is now operational. DrinkSkool.com is B.A.R.'s engaging, enlightening and entertaining on-line spirits and mixology education program that brings the expertise of six of the world's foremost spirits and cocktail professionals into easily digested form. The program allows the consumer to work through ten in-depth and detailed Lessons, at their own speed, building up to a final exam. **And best of all, DrinkSkool tuition is FREE!**

With great bars opening up like wildfire across the country and across the world manned by some of the best bartenders of our time, consumers are only a hop, skip and a jump away from a beautifully crafted cocktail. And while those intricately concocted cocktail creations are a delight to the taste buds, recreating them at home can be arduous if not close to impossible for even the most experienced home bartender. Enter Drinkskool.com!

Says B.A.R.® partner Doug Frost, "DrinkSkool is the cutting-edge, step-by-step on-line resource for cocktail creation and mixology methods. We designed and constructed DrinkSkool in such an approachable way that virtually anyone can become an accomplished maven of spirits and cocktails...even Dale and Paul."

Drinkskool is laid out in ten Lessons, starting with Lesson One: *Mixology* through to Lesson Ten: *Preparing for the Certified Drinks Expert Examination*. Here are five key benefits that anyone can gain by "going" to DrinkSkool:

- **CRAFTING COCKTAILS.** Watch B.A.R. Master Ryan Maybee (and *IMBIBE* Magazine's Mixologist of the Year) craft the most important cocktails, cocktails everyone wants to be able to make like the Rob Roy, Margarita, Pisco Sour and more.
- **TASTING SPIRITS.** Discover how professionals taste and evaluate spirits and cocktails for balance and quality. (From Lesson Seven: *Lots of people insist that they can't tell one gin from another, and wouldn't know Islay from Rye. That's a pile of poo.*)
- **BARTENDING TECHNIQUES.** Learn critical bartending techniques and tricks like how to muddle mint, flame an orange peel and more from B.A.R. partner Andy Seymour. Did you know you should only muddle mint three times or else it gets bitter? (From Lesson One: *Mixology isn't microbiology; when all is said and done, mastering it is a comparative cinch. You'll see.*)

- **SPIRIT DEFINITIONS.** Understand what differentiates a Blended Malt Scotch from a Single Malt Scotch; an Irish Whisky from a Japanese whisky; and an Armagnac from a Cognac. (From Lesson Five: *Though these spirits are all aged in wood, they are all as different as chalk and cheese. Hmm. That's such a weird saying. Have you ever eaten chalk? Do not answer that question.*)
- **COCKTAIL RECIPES.** Access an ever-expanding bank of new and classic cocktail recipes

Taking part in B.A.R.'s DrinkSkool is easy: simply log onto www.DrinkSkool.com. Once there, follow the Lessons (in order is best as each Lesson builds on the previous), view the videos, learn the recipes and become a member of an expanding community of cocktail lovers and aficionados. The consumer will find that each Lesson is chockfull of details and helpful definitions (hyperlinks) while the language and messages are fun, easy to follow and even at times, a little irreverent. After all, Drinkskool will show that making cocktails is meant to be as pleasurable as drinking them.

Drinkskool Lessons include everything you need to know to become a pro behind the bar:

<i>Lesson One:</i>	<i>Mixology</i>
<i>Lesson Two:</i>	<i>Recipes</i>
<i>Lesson Three:</i>	<i>How People Make Distilled Spirits</i>
<i>Lesson Four:</i>	<i>White Spirits</i>
<i>Lesson Five:</i>	<i>Brown Spirits</i>
<i>Lesson Six:</i>	<i>Liqueurs</i>
<i>Lesson Seven:</i>	<i>Tasting Spirits and Cocktails</i>
<i>Lesson Eight:</i>	<i>Advanced Mixology</i>
<i>Lesson Nine:</i>	<i>How to Judge a Bar</i>
<i>Lesson Ten:</i>	<i>Preparing for the Certified Drinks Expert Examination*</i>

*Get ready to join the B.A.R. guys for DrinkSkool's next great iteration: THE CERTIFIED DRINKS EXPERT EXAMS! Coming later in 2013, the DrinkSkool exams that will earn you the right to call yourself a Certified DrinkSkool Expert!

GET TO SCHOOL – www.DRINKSKOOL.com!

ABOUT BEVERAGE ALCOHOL RESOURCE

B.A.R. was conceived in March 2005 over drinks in San Francisco. B.A.R. became a formal and legal entity in July 2006 and today is globally looked upon as the platinum standard of spirits and mixology instruction. The six founding members are Dale DeGroff, Doug Frost, Steve Olson, F. Paul Pacult, Andy Seymour and David Wondrich.

MEDIA CONTACT: For media inquiries please contact: Manuela Savona at Savona Communications, manuela@savonacommunications.com, 917.969.1275.

DRINKSKOOL

with the B.A.R. boys*

because drinking is the best thing about school

Home

Lesson One: Mixology

Lesson Two: Recipes

Lesson Three: How People Make Distilled Spirits

Lesson Four: White Spirits

Lesson Five: Brown Spirits

Lesson Six: Liqueurs

Lesson Seven: Tasting Spirits and Cocktails

Lesson Eight: Advanced Mixology

Lesson Nine: How To Judge a Bar

Lesson Ten: Preparing for the Certified Drinks Expert Examination

Glossary

The BAR Guys

Website Welcome The New World of Drinks

So you want to be a bartender? Really? Chapped hands from squeezing lemons; dealing with drunks all night, the world's heaviest, drippiest trash bags and getting off work at three in the morning? Nah. You just want to be able to make drinks like one. There's nothing that mysterious about it, to be honest, though you wouldn't know that from the legion of young mixologists and their homemade coffee-rutabaga-carpet sweepings bitters (it's the little bits of fabric that are the secret, ya know) and their drinks that use two dozen ingredients and take twenty minutes to make. A little harsh? Fair enough.

But drinks do not have to be this complicated. And the greatest drinks, those that have stood time's tests (and we're talking essay here, not multiple choice); they are often deceptively easy, even simple. Until you taste them. When that balance of flavors unfolds, a balance so perfectly calibrated because you have mastered your recipe (and know how to measure too, but that's Lesson Two), well, that's when you realize delicious drinks are not the province of a few guys in vests. Not solely.

We BARmen definitely think that the skill and understanding of the territory have always been available, though a map like this website will always come in handy. So that's why we created it. You'll find a series of Lessons that will show you how to measure a jigger, how the important spirits are made, how to shake a cocktail (and when not to) and everything else you need to have in your mental hip flask to look cool and find yourself useful at the bar. At the end of

Search here

FUN FACT:

Gin Punch (gin with lemon, sugar and soda water) eventually took on the name of John Collins, who was headwaiter at Jigger's Hotel in London, where the Gin Punch was known to be particularly fine.

DRINKSKOOL

with the B.A.R. boys*

because drinking is the best thing about school

Home

Lesson One: Mixology

Lesson Two: Recipes

Chapter One: Smashes and the Magic of Mint, aka the Brandy Smash

Chapter Two: Song of the Citrus, aka The Daiquiri

Chapter Three: Tiny Bubbles, aka The Gin Fizz

Chapter Four: Internal Air-Conditioning, aka The John Collins

Chapter Five: Punch In The Glass, aka The Knickerbocker

Chapter Six: Whiskey Up, aka The Manhattan

Chapter Seven: Gin Up, aka The Martini

Chapter Eight: Old, Short and (Mostly) on the Rocks, aka The Old-Fashioned

Chapter Nine: Sour But Suave, aka The Sidecar

Chapter Ten: The Purr of Liqueur, aka The Stinger

Chapter Eleven: Hot Hot Hot, aka The Whisky Toddy

Chapter Twelve: Serving the People, aka A Bowl of Punch

Lesson Three: How People Make Distilled Spirits

Lesson Four: White Spirits

Lesson Five: Brown Spirits

Lesson Six: Liqueurs

Lesson Seven: Tasting Spirits and Cocktails

Lesson Two: Recipes

It's not a proper spirits, cocktail and mixology website if it doesn't have recipes, so now it's recipe time. Several dozen of them, in a mix of carefully-curated versions of the classics, new creations in the classic style (or as close as we can get to it) and forgotten drinks from the past that should've become classics but somehow didn't. Each recipe has been tested more than once (many of them a lot more), and assigned to its prideful place.

- **Chapter One: Smashes and the Magic of Mint, aka the Brandy Smash**
- **Chapter Two: Song of the Citrus, aka The Daiquiri**
- **Chapter Three: Tiny Bubbles, aka The Gin Fizz**
- **Chapter Four: Internal Air-Conditioning, aka The John Collins**
- **Chapter Five: Punch In The Glass, aka The Knickerbocker**
- **Chapter Six: Whiskey Up, aka The Manhattan**
- **Chapter Seven: Gin Up, aka The Martini**
- **Chapter Eight: Old, Short and (Mostly) on the Rocks, aka The Old-Fashioned**
- **Chapter Nine: Sour But Suave, aka The Sidecar**
- **Chapter Ten: The Purr of Liqueur, aka The Stinger**
- **Chapter Eleven: Hot Hot Hot, aka The Whisky Toddy**
- **Chapter Twelve: Serving the People, aka A Bowl of Punch**

Search here

FUN FACT:

Both French and American barrels tend to show vanilla aromas with clove, black pepper, ginger, nutmeg, allspice, and can offer some caramel hints.