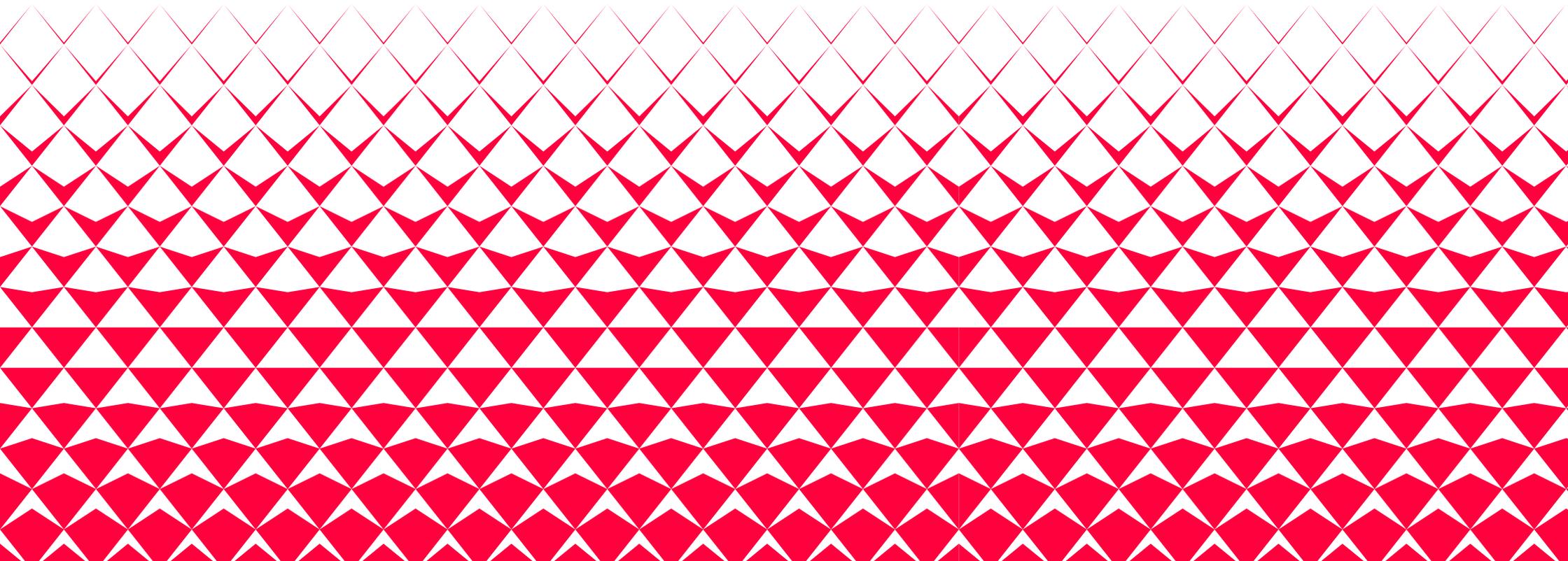


WSET courses from The Mixing Class



Education





*“An investment in knowledge
pays the best interest”*

Benjamin Franklin

WSET courses



Why invest in education?

- Education is shown to significantly reduce staff turnover by creating a culture of valuing employees. Keeping your staff for longer means enabling the delivery of outstanding service, retaining your regular customers, enabling monetary preservation which in turn keeps your team happy!¹
- Make sure your team can confidently recommend the full breadth of your spirits selection. Knowledgeable bartenders are entrusted by consumers to help them navigate the world of spirits and develop their own taste. Get those dusty top shelf bottles in rotation, and improve customer spend.²
- Ensure your team can converse authoritatively and accurately with industry professionals and consumers to uphold your reputation. Accuracy earns trust, and in turn loyalty.³

Three ways to incorporate WSET courses into your training scheme

1	Benefits
Your company pays for a course for a team member in return for 12 months further employ. Any staff that exits the company pays for the remainder of the course as a salary sacrifice.	Tax deductible, rewards loyalty, educates team members, gives a recognised qualification to your employees.
Advertise the courses from within the company and allow team members to pay for the course in monthly instalments from their salary. Company pays up front but cost is returned.	No overall cost to the company, tax deductible, educates team members, gives the opportunity to gain a recognised qualification without sizeable outlay.
Reward length of service or aptitude with a recognised qualification.	Promotes ideals of education, tax deductible, incentivises loyalty.

Why The Mixing Class?

With 17 years of experience in cocktails, spirits, hospitality, and brand management we can bring the subject matter to life for your team, offering real world application of the understanding of spirits.

References

- 1 Kattara, H. S., Weheba, D., & El-said, O. (2008). The impact of employee behaviour on customers' service quality perceptions and overall satisfaction. *Tourism and Hospitality Research*, 8(4), 309-323; Poulston, J. (2008). Hospitality workplace problems and poor training: A close relationship. *International Journal of Contemporary Hospitality Management*, 20(4), 412-427
- 2 Kalargyrou, V., & Woods, R. H. (2011). Wanted: Training competencies for the twenty- first century. *International Journal of Contemporary Hospitality Management*, 23(3), 361-376; Ocejo, R. E., (2010) What'll it be? Cocktail bartenders and the redefinition of service in the creative economy. *City, Culture and Society* 1 179-184
- 3 Chen, Y., Wang, W. C., & Chu, Y. C. (2010). Structural investigation of the relationship between working satisfaction and employee turnover. *The Journal of Human Resource and Adult Learning*, 6(1), 41-50; Ocejo, R. E., ((2012) At your service: The meanings and practices of contemporary bartenders, *European Journal of Cultural Studies* 15(5) 642-658

Book classes



WSET spirits level one award

An 8 hour introduction to spirits,
usually delivered over one day.

8hrs

1

Course costs

£150 per person

Package of 5 = £700 (a saving of £50)

Package of 10 = £1350 (a saving of £150)

By the end of the course attendees will be able to:

- List and state the main ingredient's production processes, and stills commonly used in the production of spirits.
- Name the principal categories and types of spirits and name their defining characteristics.
- Know and recognise the common equipment and principles involved in the storage and service of spirits.

Payment

All courses to be paid for two weeks in advance of course.

Course material delivered on payment.

Payment schemes for individuals available.

We are able to offer the WSET courses at a substantial saving to your business, as fully accredited WSET Educators recommended by the school.

Booking

Contact Hannah Lanfear

hannah@themixingclass.com | 07557 399843

themixingclass.com

WSET spirits level two award

15 hours of tutor supervised learning,
as well as 11 hours private study.

15hrs +

11hrs

2

Course costs

£400 per person

Package of 5 = £1800 (a saving of £200)

Package of 10 = £3500 (a saving of £500)

By the end of the course attendees will be able to:

- Understand the main production factors that determine types of spirits.
- Understand how the principal types of spirits are produced and labelled, and describe their key characteristics.
- Understand how the principle types of flavoured spirits and aromatised wines are produced and labelled, and describe their key characteristics.
- Know the common equipment used and the principles involved with the service of spirits.

