

# INDIAN FLAIR BARTENDERS ASSOCIATION



[www.indianflairbartendersassociation.com](http://www.indianflairbartendersassociation.com)

# WHO WE ARE

Indian Flair Bartenders Association (IFBA) is a registered non profit organization formed in 2019 by a group of seasoned professionals from the alcobev industry.

## THE TEAM



**Rohan Carvalho**

Founding Partner at Bar Square India



**Shalini Kumar**

Editor, Spiritz



**Sandeep Verma**

Founder at Barwizard, Lifestyle Entrepreneur & Coach



**Sachin Gowda**

Founder at Flairology & Guinness World Record holder



**Varun Sudhakar**

Director & Founder at Bar Bundle



**Kama KM**

Founder at Drinking Safari, TBBT- The Big Bhang Theory



**Mohammed Ali**

Founder and Partner at The Mixologist-One stop Bar Solutions



**Clayton Gracias**

Bar Stylist & Cocktail Enthusiast @ Behind Bars 24x7



**Abhijeet Roy**

Founder at Madhushala

## OUR OBJECTIVE

To foster the community and promote awareness about responsible drinking and the advancement of Bartending profession in India.

# Highlights of previous IFBA Flair Challenges

GOA, APRIL 2019



FLAIR AND MIXOLOGY CHAMPIONSHIP



IFBA FLAIR CHALLENGE

BANGALORE, JULY 2019



IFBA FLAIR CHALLENGE



FLAIR BARTENDING CHAMPIONSHIP

PUNE, OCTOBER 2019



IFBA FLAIR CHALLENGE

BANGALORE, JULY 2022



Indian Flair Bartenders Association's  
(IFBA) work in  
2019

# Writeup: SPIRITZ MAGAZINE May 2019 issue



## IFBA adds flair & finesse to bartending



In keeping with its motto to promote and nurture flair bartending in India, the Indian Flair Bartenders Association (IFBA) organised two flair bartending competitions in Goa, on 13th & 14th April 2019. The competitions were well attended and the response from the bartending community was overwhelming with more than 30 professionally trained flair bartenders competing for the title. The competition received participants from across the country and from Nepal.

On the first day of the event, IFBA partnered with Express Food and Hospitality India for the 'Flair and Mixology Challenge 2019', held at the Express Food and Hospitality exhibition at Panjim. On the 14th it was the 'IFBA Flair Challenge 2019,' held at Calangute's Ondas Do Mar.

Spiritz 70 May 2019

### Competition

Participants were judged on two important criteria: Cocktail (Mixology) and Flair, and there was no getting away with spills and drops as the deduction judge kept an accurate count on them.

The jury panel included IFBA board members, which comprised five bartenders in the industry with enormous years of bartending and competing experience in flair and mixology. The flair judges were Rohan Carvalho, Pankaj Kamble and Artem Klymenko. The judges for cocktails were Mohammed Ali & Clayton Gracias and technical/deduction judge was Suchin Gowda.

The competition level was matchless as each bartender tried to enthrall the audience and impress the jury with his jaw dropping flair moves and mouth-watering innovative cocktails.

Monish Raj was declared the Champion of the Flair & Mixology Challenge on the 13th and Piyush Bora, from Bar Academy of Doon, Dehradun was the Champion of IFBA Flair Challenge 2019 on the 14th. Both the champions displayed excellent bartending skills to be voted winners unanimously, by a panel of six judges.

Pratik Choudhary from Flairology, Mumbai stood second in the Flair & Mixology Challenge. In IFBA Flair Challenge 2019, the second and third positions were bagged by Pratik Choudhary from Flairology, Mumbai and Guru PD Dahal from Strictly Flair, Nepal respectively.

Winners were awarded with cash prize, trophies, certificates and gifts.

Pankaj Kamble said that while seeing the massive turnout and success of the two events, IFBA plans to organise many more competitions and training programmes in the future, starting with three more competitions by the end of this year, in different parts of the country.

"IFBA's objective is to motivate the Indian flair bartending community to hone its bartending and flairing skills by giving a platform to showcase them and compete with the best in the industry. IFBA aims to raise the bar of Indian flair bartending industry, and put India on the world's flair bartending map," he said.



Spiritz 71 May 2019

# Writeups:

## BREWS & SPIRITS Aug 2019 issue

EVENT UPDATE: CRAFT DRINKS INDIA 2019



### Top Flair Bartenders

The Indian Flair Bartenders Association organised the IFBA Flair Challenge 2019 for the first time in Bengaluru, on 4 July. There were a total of 27 bartenders who had been selected in preliminary rounds across the country.

The title sponsor was Mumbai-based VBev, through its Stoli

premium Russian vodka. The French syrups company, Monin, was the beverage sponsor.

IFBA is a non-profit organisation formed by a group of professional bartenders with a background in flair bartending and enormous years of experience in the bar and beverage industry.

The winners were (1st to 3rd) Piyush Bora from Doon Bar Academy in Dehradun, Kiran Panchal from Drink Bar Academy in Mumbai, and Hemraj Shettigar from Mangaturu's Martiny. The Best Cocktail award went to Govind Thapa from the School of Bartenders in Pokhara (Nepal).

## Navin Times: News Paper

### Flamboyance on display at the Flair Bartending Challenge



#### TEAM B&C | NT

The Indian Flair Bartending Association (IFBA) organised their first ever Flair Challenge in the state. Members of the bartending community from across India participated robustly in the competition. Participants were some of the industry's best. The competition was on April 14. Ondas Do Mar, Calangute played host to the event. Three com-

petitors were declared as India's finest flair bartenders after many rounds and tough competition. Winners are from Dehradun and Mumbai. Bartending offers attractive job opportunities in hotels and the hospitality industry. There are various institutes across India that conduct bartending courses. The courses give candidates through knowledge of wines, mechanics of mixology and cocktails.

# Writeup: BANGALORE TIMES

## TRICKS OF THE TRADE

### Movers and shakers in the house

Last Friday, all the action was at the bar at The Reservoir in Koramangala. The occasion was the Flair and Mixology Championship 2019, which this venue organised along with the Indian Flair Bartenders Association (IFBA), and Bangalore Mirror was the media partner.

The aim of this championship is to scope out budding bartenders in the field of flair bartending and mixology, even as they compete with each other to present an eye-popping show.

The contest had 30 participants coming from as far as Nepal and Maldives. Forty per cent of the participants were hobby and part-time flair bartenders but their actions and

the drinks they served up belied this.

The participants who won the evening were Dehradun's Piyush Bora, Pune's Pratik Choudhary and Goa's Harish Bisht. While the former three took home the winning trophies and some cash prize, two others were feted for their cocktail creations.

Rohan Carvalho, president of the IFBA, explains why flair bartending is all the rage. "Anybody can look up online tutorials and learn to make cocktails in a week to three months. But flair bartending is more than pouring a drink. It's a sport. It's a performance that makes cocktails enjoyable for customers. Flair bartending is the journey and cocktail is the destination."



For more details and photographs to [mbangaloremirror@timesgroup.com](mailto:mbangaloremirror@timesgroup.com) with the subject line 'Unwind'

# Writeup: INDIAN EXPRESS

## Unwind

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### Flair it up

It's often said that mixology and flair bartending are two of the hardest skills to master in the hospitality industry. Drop by this cocktail bar tonight to witness Flair & Mixology Championship 2019, which will have participants from as far as Nepal and Maldives, and will be judged by two sets of jury members. With this event, the organisers want to give a boost to the 'cocktail culture' all across India. What to expect? A lot of eye-popping juggling skills and entertainment.

**WHERE:** The Reservoir, 17th Main Road, 5th Block, Koramangala  
**WHEN:** 7.30pm, July 5  
**CALL:** 8904091791



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## CITY TO HOST FLAIR AND MIXOLOGY CHAMPIONSHIP



### Express Features

**B**artenders are known for their flair for making tasty cocktails with unique mix of ingredients and entertaining customers with their special juggling skills with glasses. As the cocktail revolution continues to progress across the world, flair bartending and mixology has become a highly competitive profession now.

With an aim to identify the skilled bartenders and promote their artifact, The Reservoir, a cocktail bar in Koramangala is organising a Flair and Mixology Championship 2019 on July 5, Friday. Mixologists and bartenders from all over India as well as Nepal and Maldives will showcase their talent at the event.

The championship also has a diverse and huge line up of separate jury members for flair as well as mixology competitions. Some of the jury members in

mixology category are Karthik Kumar - consultant, Beverage Program, Avinash Kapoli - brand ambassador of Bacardi Portfolio, Clayton Gracias - director at Behindbars 24x7.com and Mohammed Ali - founder and partner of The Mixologist One stop Bar Solutions. The flair category performances will be judged by Rohan Carvalho - president of IFBA and founder and partner of Bar Square India, Artem Klymenko - Ukraine Flair Champion, bar consultant at Tito's Goa, Pankaj Kamble and Sachin Gowda - Guinness World Record holders and co-founders of Flarology, Sanjay Ghosh - YouTuber and director of Cocktails India and Kuldeep Singh - director of Bar Academy of Doon.

"Mixology and flair bartending are two of the hardest skills to master in the hospitality industry. Innovation is constantly on the rise and we wanted to give a platform to showcase novelty in this field," said Prathik Shetty, founder and partner, The Reservoir.

# OUR PARTNERS

## Trade shows



## Media Partners



## Venue partners



## Digital marketing partners



# ALCO BEVERAGE PARTNERS

**SKYY**  
VODKA



**Ketel One**  
VODKA



**BACARDI**



SPACEMAN SPIRITS LAB  
**SAMSARA**  
CONTEMPORARY INDIAN GIN



*Roulette*  
For those who dare



# PARTNERS



# OUR PARTNERS: BARTENDING INSTITUTES/COMPANIES



THE MIXOLOGIST  
Academy of Bartending



Indian Flair Bartenders Association's  
(IFBA) work in  
2020

# 2020: IFBA's initiative to support the Hospitality Industry during the 1st wave of the pandemic

**Campaign name: Support for Bartenders & Hospitality professionals**

**Agenda:** Identify & help the hospitality professionals affected by the pandemic

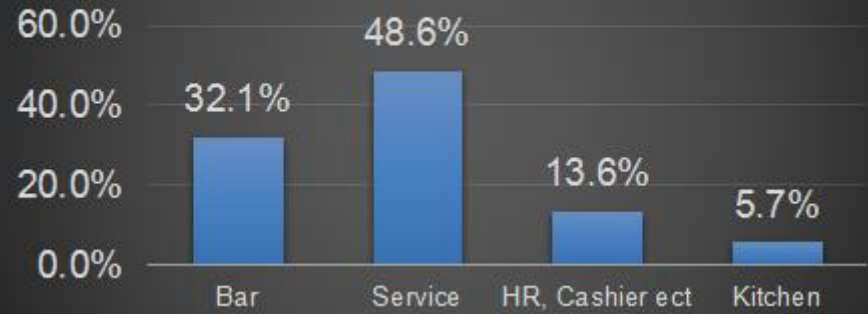
**Helped rendered:** By money transfer (INR. 3k to 4k: for essential services) to the affected beneficiaries.

Total Funds generated: INR. 1142977/-  
Individuals helped: 280 nos

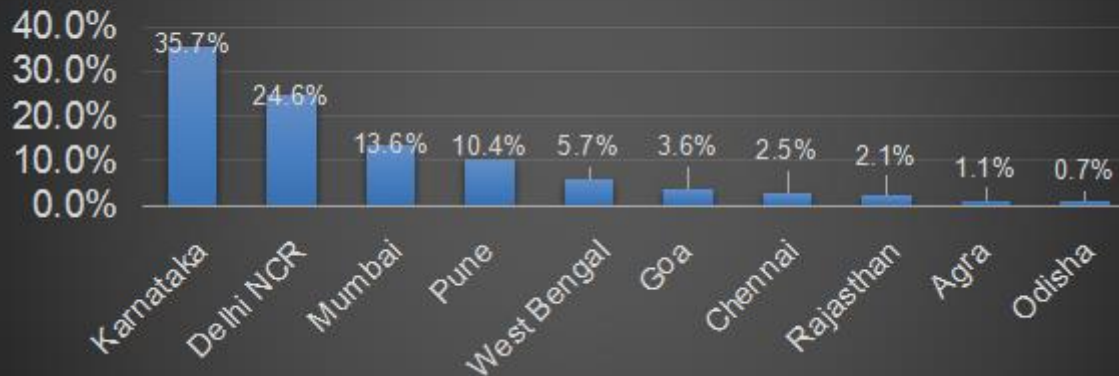
### Issues faced by the industry



### Department wise help



### Geography wise help



# 2020: IFBA's other initiatives during the 1st wave of the pandemic

1. **Inspired**: Conducted masterclasses on **Mental wellness**, with Industry stalwarts: on the below topics:
  - a. A healthy Mind. The Art of bouncing back. Emotional Intelligence
  
2. **Consulted**: Several bartenders under stress & depression due to the lockdown
  
3. **Promoted**: Alco-beverage industry to create buzz about their brands via online master classes
  
4. **Kept Bartenders involved via online activities**:
  - a. IFBA Quarantine Flair
  - b. “Head stall” quarantine challenge


# 2020: IFBA's other initiatives during the 1st wave of the pandemic

1. **Inspired**: Conducted masterclasses on Mental wellness, with Industry stalwarts: on the below topics:


- A healthy Mind.
- The Art of bouncing back.
- Emotional Intelligence
- 

**TOGETHER WE CAN**  
**TOPIC : EMOTIONAL INTELLIGENCE**  
4PM TO 5PM  
LIVE ON FRIDAY – 8TH MAY 2020  
ON OUR INSTAGRAM PAGE : @IFBAINDIA

#TOGETHERWECAN #IFBAINDIA



MR. YANGDUP LAMA MR. CLAYTON GRACIAS



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[www.indianflairbartendersassociation.com](http://www.indianflairbartendersassociation.com)

**TOGETHER WE CAN**  
**TOPIC: A HEALTHY MIND**  
4PM TO 5PM  
LIVE ON FRIDAY – 24TH APRIL 2020  
ON OUR INSTAGRAM PAGE : @IFBAINDIA

#togetherwecan  
#ifbaindia




MR. CLAYTON GRACIAS MS. SHATBHI BASU




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**TOGETHER WE CAN**  
**TOPIC : THE ART OF BOUNCING BACK**  
9PM TO 10PM  
LIVE ON FRIDAY – 1 ST MAY 2020  
ON OUR INSTAGRAM PAGE : @IFBAINDIA

#TOGETHERWECAN  
#IFBAINDIA



MR. CLAYTON GRACIAS MR. SANDEEP VERMA



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# 2020: IFBA's other initiatives during the 1st wave of the pandemic

## Knowledge sharing/Master class:

CLASSROOM BY  
INDIAN FLAIR BARTENDERS ASSOCIATION.  
**TOPIC : DNA OF INDIAN WHISKY**  
BY : SANJAY GHOSH

24/06/2020 - WEDNESDAY  
TIME : 11AM TO 12PM  
MESSAGE US FOR THE LINK



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CLASSROOM BY  
INDIAN FLAIR BARTENDERS ASSOCIATION.  
**TOPIC : CAREER DIVERSIFICATION**  
BY : KAMA

24/06/2020 - WEDNESDAY  
TIME : 11AM TO 12PM  
MESSAGE US FOR THE LINK



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CLASSROOM BY  
INDIAN FLAIR BARTENDERS ASSOCIATION.  
**TOPIC : ART OF BALANCING**


19/06/2020 - FRIDAY  
TIME : 11AM TO 12PM  
MESSAGE US FOR THE LINK




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CLASSROOM BY  
INDIAN FLAIR BARTENDERS ASSOCIATION.  
**TOPIC : CAMPARI BRAND ADVOCACY**  
BY : SUCHANA BERA


29/06/2020 - MONDAY  
TIME : 11AM TO 12PM  
MESSAGE US FOR THE LINK




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CLASSROOM BY  
INDIAN FLAIR BARTENDERS ASSOCIATION  
**TOPIC : SMART FLAIR**  
BY : PANKAJ KAMBLE

15-06-2020, MONDAY  
TIME : 11AM TO 12PM  
MESSAGE US FOR THE LINK



 #TOGETHERWECAN #IFBAINDIA

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# 2020: IFBA's other initiatives during the 1st wave of the pandemic

## Knowledge sharing/Master class by Liquor companies:

TOPIC : STANGER & SONS GIN TRAINING

### STRANGER & SONS GIN

TIME : 11AM -12 PM  
DATE : 3 RD JULY 2020 /WEDNESDAY  
MESSAGE US FOR ZOOM ID

MR. JEET RANA

MS. FERUZAN BIIMORIA

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www.indianfairbartendersassociation.com

**JACK DANIEL'S**

CALL YOURSELF A WHISKEY LOYALIST?  
HERE'S SOMETHING YOU CAN'T MISS!

Join Vinit Udyawan  
Trade Ambassador, Jack Daniel's India | Sri Lanka | Maldives| Nepal | Bhutan  
◀ For a Tennessee Craft Masterclass ▶

Date: 17th June | Time: 3-4 pm | DM us to attend.

### Feni Heritage & Cocktails by Cazulo Premium Feni

with *Karl Fernandes (The\_Feni\_Guy)*

JOIN IN FOR A FUN ONLINE SESSION ON  
FRIDAY, 12TH JUNE FROM  
11AM TO 12PM

DM US FOR THE LINK  
YOU DONT WANNA MISS THIS!!!

DIAGEO

### BAR ACADEMY ESSENTIALS

JOIN US FOR A WEBINAR

#### DIAGEO CLEAN SERVE: RAISE THE BAR

**AFZAL KABA**

3<sup>RD</sup> OCTOBER | SATURDAY | 12PM TO 1PM  
"DM FOR ZOOM CODE"

DRINK RESPONSIBLY  
Communication Intended for audience above 21 years.

MONKEY SHOULDER

### VIRTUAL BRAND IMMERSION

"THE EVOLUTION OF MIXED DRINKS AND BARS"

WITH PANKAJ BALACHANDRAN  
BRAND AMBASSADOR  
@isaynagrani

MAY 29, 2020 AT 11:00AM

DRINK RESPONSIBLY  
Communication Intended for audience above 21 years.

### KNOW YOUR MIXERS !!

DM FOR THE LINK

26TH JUNE  
11:00 AM

**FRANKLIN & SONS LTD**  
Finesse & Mairs

DRINK RESPONSIBLY  
Communication Intended for audience above 21 years.

DIAGEO

### BAR ACADEMY ESSENTIALS

JOIN US FOR  
THE JOHNNIE WALKER JOURNEY

**AFZAL KABA**

&

**MAYUR MARNE**

15<sup>TH</sup> MAY | FRIDAY | 11:00AM TO 12:00PM  
DM FOR ZOOM ID

DRINK RESPONSIBLY  
Communication Intended for audience above 21 years.

Indian Flair Bartenders Association's  
(IFBA) work in  
2021

# 2021: IFBA's initiative to support the Hospitality Industry during the 2nd wave of the pandemic

Campaign name: **Support for Bartenders & Hospitality professionals**

**Agenda:** To help the Indian Hospitality professionals across the country who have been adversely affected by the Pandemic, by depositing money (for medical and essential services) into their accounts.



**TOGETHER WE CAN**

Indian Flair Bartenders Association will be continuing the SUPPORT FOR BARTENDERS AND HOSPITALITY PROFESSIONALS campaign.

We are here to help, reach out to us if you have been affected and seeking help due to the current COVID-19 situation.

We request you to log into  
[www.indianflairbartendersassociation.com](http://www.indianflairbartendersassociation.com)  
and fill the required forms

Our email id : [mail.ifba@gmail.com](mailto:mail.ifba@gmail.com)  
Helpline number : +91 7507026678, +91 8904091791

 **WE ARE HERE TO HELP. STAY HOME STAY SAFE.**

# 2021: #SetTheBar Campaign

Fund raiser Campaign name: Set the Bar

Companies: Black Bow Himalayan whiskey & Spiritz magazine

Platform: Ketto India

Duration: 15th May to 30th June 2021

**Agenda:** Fundraiser to help support the Indian Hospitality professionals across the country who have been adversely affected by the Pandemic via partnering with Indian Flair Bartenders Association



# 2021: #SetTheBar Fundraiser box

Fund raiser Campaign name: Set the Bar (Box for charity)

Companies:

- Black Bow Himalayan whiskey
- Jimmy's Cocktail
- Rage coffee
- Brew house tea
- Vahdam India

**Agenda:** Sale of Fundraiser box. 100% sale proceeds to go to Indian Flair Bartenders Association



WHAT'S INSIDE YOUR #SETTHEBAR BOX		
<b>BLACK BOW</b> HIMALAYAN WHISKEY	Ceramic Mug Jigger/Hip Flask	₹ 625
<b>RAGE</b> COFFEE	Irish Hazelnut Coffee	₹ 549
<b>Brew House</b> TEA	Ice Tea 12 pack Classic Lemon & Peach Forest Berry & Mojito Lime	₹ 480
<b>VAHDAM</b> INDIA	Organic Himalayan & Detox Kahwa Green Tea	₹ 450
<b>JIMMY'S</b> COCKTAILS Premium Mixers	Whisky Sour Cosmopolitan Sex on the beach Mango Chilli Mojito	₹ 396
PRODUCTS WORTH ₹ 2500		



# 2021: #TogetherWeCan

Campaign name: Together we can

Company: Smoke vodka

Amount donated: INR. 1 lakh

**Agenda:** To help with INR 5000/- worth groceries to 20 individuals (in Delhi, Mumbai & Pune)



**SMOKE LAB VODKA**  
In Association with  
Indian Flair Bartenders Association

**#TOGETHERWECAN**



“WE CAN'T HELP EVERYONE, BUT EVERYONE CAN HELP SOMEONE “

SMOKE LAB VODKA IN ASSOCIATION WITH IFBA WILL BE CONTINUING THE SUPPORT FOR BARTENDERS AND HOSPITALITY PROFESSIONALS CAMPAIGN

WE WILL BE OFFERING FOOD & GROCERY SUPPLIES / RATION KITS WORTH Rs. 5000 FOR BARTENDERS ACROSS DELHI , MUMBAI AND PUNE AND DELIVERED TO YOU DIRECTLY THROUGH SMOKE VODKA TEAM .

WHOEVER WANTS TO AVAIL THESE SMALL TOKEN FROM SMOKE LAB VODKA DURING THESE TOUGH TIMES CAN LOG ON TO [www.indianflairbartenderassociation.com](http://www.indianflairbartenderassociation.com)

AND FILL THE REQUIRED FORMS .

IFBA HELPLINE NOS: +91 7507026678 / 8904091791

EMAIL ID : mail.ifba@gmail.com


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Indian Flair Bartenders Association's  
(IFBA) work in  
2022

# Skyy Vodka IFBA Flair Challenge 2022, Bangalore




# THANK YOU

 Email : [mail.ifba@gmail.com](mailto:mail.ifba@gmail.com)

 Website : [www.indianflairbartendersassociation.com](http://www.indianflairbartendersassociation.com)

 Facebook: [IndianFlairBartendersAssociation](https://www.facebook.com/IndianFlairBartendersAssociation)

 Instagram: [ifbaindia](https://www.instagram.com/ifbaindia)

 Youtube: [IFBAIndia](https://www.youtube.com/IFBAIndia)

 LinkedIn: [IndianFlairBartendersAssociation](https://www.linkedin.com/company/IndianFlairBartendersAssociation)