

Educating the new generation (of bartenders)

Tuesday 27 September, 2016

Just like thousands of students all over the country European Bartender School is returning to universities this week with the launch of their UK Awareness campaign directed at Freshers' Fairs in and around London.

The representatives from European Bartender School will be at the freshers' fairs sharing some of their knowledge and the joy of bartending. They can be seen at City University London on **Tuesday 27th**, Middlesex University on **Thursday 29th** and University of London on **Friday 30th of September**.

In the past decade with the recent boom in bartending culture and the continued growth of the hospitality industry, there is a higher demand and more opportunities for good bartenders than ever before. According to a report from *Oxford Economics September 2015*, between 2010 and 2014 the hospitality industry alone stood for an entire 17 percent of the total net employment growth in the UK and is the 4th largest employer in the country.

Bartending is not only a valuable trade in itself, it also ensures a variety of transferable skills and for a student, that little bit of extra money and experience to ensure that their university years are the best and most social of their lives.

James Tomkinson, Marketing Director at European Bartender School said that: "Food and drinks are a huge part of every culture and by educating the new generation we continue to treasure that. Also, it is incredible to be able to change and improve the future for so many young people."

With over 26 schools and 50,000 graduates worldwide since its launch in 1999, the institution has developed a worldwide recognised reputation. The certificate awarded to graduates of the course is the only globally recognised certificate of its kind.

Matthew Turner, the Global Marketing Director for Diego Zamora* said: "[To] join forces globally with EBS has been the best way to share our passion with present and future professionals all around the world, EBS demonstrate authentic passion in achieving customer excellence."

www.barschool.net/discover-ebs

*Diego Zamora: Spain's leading premium W&S company with key spirit brands such as Licor 43 & Villa Massa.

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