

Mr Flavour Launches Online Cocktail Classes

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Luxury events specialist Mr Flavour launches its new online cocktail masterclasses an innovative new product that allows clients to expertly make a range of delicious cocktails at home.

Cocktail fans are sent ingredient boxes that allows them to participate in a live online drinks-making tutorial from Mr Flavour’s expert mixologists. All they need to get going is some ice.

Mr Flavour are Manchester-based planners of luxury weddings and corporate events for customers that include the Abu Dhabi Grand Prix, Google and Bentley. The virtual masterclasses were developed in response to the lockdown that has ravaged the events industry and are a great example of how hospitality businesses are innovating in the crisis.

The online masterclasses are aimed at corporate clients looking for ways to boost morale and foster team spirit for remote workers, or as gifts to valued customers.

The launch follows on from a series of successful trials with existing Mr Flavour customers who tested the concept and ensured the boxes, ingredients and classes can be delivered seamlessly.

There are three packages available: Silver, Gold and Ruby. Customers order online and receive a luxury cocktail kit that has all the ingredients, instructions and decorations for Mr Flavour’s unique versions of classic cocktails that include; Negronis, Martinis and Margaritas.

Clients then log onto a scheduled Zoom session and learn how to make the perfect version of the featured cocktails and mocktails all with the trademark Mr Flavour flair.

The packages offer a fun and interactive way for firms to engage and enthuse their remote workforces. While online quizzes are fun, a private cocktail class shows employees and customers that a business really cares. Better still, each luxury ingredients box can be branded with the customer’s company logo.

Ali Waheed, Managing Director at Mr Flavour commented: “Coronavirus has obliterated the traditional events and hospitality sector and our business has been similarly impacted.

“We took this as a challenge to innovate and our new virtual masterclasses show that, with a bit of imagination, events businesses can evolve and respond positively to a crisis.

“The feedback from our test clients has been fantastic. Our new concept was very popular with their staff who agreed that it made a difference to their remote working where it can be difficult for team members to feel connected or appreciated.

“With a Mr Flavour company-branded cocktail box they can enjoy a fun class that really shows that their employer cares about their team”.

The Virtual Masterclass service is now available for businesses across the UK at www.mrflavour.co.uk. Cocktail boxes can be shipped nationwide in 2-3 working days.

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