



Information Pack 2023
Cocktail Entertainment Events



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Some of the people we've entertained



Paul Martin



Paul's career in hospitality training began 30 years ago as a bartender and then bar owner. After selling up in 1994 he went on to become a pioneer of the modern day cocktail & mixology consultant, establishing himself as one of the very first cocktail advisors to the UK spirits industry.

A period of working as a drinks industry consultant and trainer followed, during which time he set two mixology world records, won 7 global mixology titles and published 4 top-selling cocktail books. Running alongside his hospitality training activities Paul also began a parallel career in the field of communication skills, running courses and workshops in verbal and non-verbal communication techniques.

His absolute passion for human communication also led to him qualifying to level 3 in British Sign Language, a subject that he has also gone on to teach. The combination of hospitality training expertise and communication skill training evolved in to Paul delivering workshops and master-classes on the delivery of world-class service skills both inside and outside the hospitality industry.





The Mixxa Interactive Cocktail Experience

90-120 mins Fully Interactive Cocktail & Mixology
Themed Team Building & Entertainment Event led by
multiple world mixology champion, Paul Martin

LIVE – The Mixxa Interactive Cocktail Experience

These frenetic, energised and comedy driven, fully interactive entertainment & team building shows involve guests competing in teams, using their newly acquired cocktail mixing skills to win both team and individual prizes.

Each team is furnished with a full set of professional cocktail mixing equipment, a range of cocktail glasses, a selection of spirits, liqueurs and juices and of course the guidance of Paul Martin.

Events are tailored to the client's needs and are made up from a selection of interactive cocktail challenges.

Interactive Challenges – Choose the warm-up event

Cocktail Waiters Race – Teams are taught how to effectively balance a cocktail on a tray and move at pace without spilling a drop! The teams then have to compete in a race to negotiate a course without ruining the cocktail!

Or

Champagne Cocktail Relay – Paul demonstrates how to mix the perfect Champagne Cocktail. The teams then have to make one for each member of their group before the other teams. Quite a challenge when they have to share the ingredients!





Interactive Challenges - The TWO Main Events

Layer-by-Layer – Having been taught the magical skills of layering ingredients, the teams have to work together to create a cocktail with as many layers as possible in one glass in a set time limit.

And

Mimic the Master – Paul demonstrates how to mix three classic cocktails to a world-class standard. The teams are then required to work together to recreate the same three cocktails to an equally high standard! Just wait for the judging!!

Interactive Challenges - The Crescendo

Having acquired a variety of mixology skills to this point, the teams are tasked with creating their own unique cocktail, using any of the ingredients to hand, that must represent a set criteria (this is usually their company's brand or mission statement). A time limit is set after which, team members must present their cocktail to the room. Judging is based on taste, aesthetics and the entertainment level of their presentation! Watch out for a last minute twist too 😊

The Mixxa Cocktail Masterclass



60-75 minutes of cocktail Mixology Tuition from
World-Record Holding Mixologist & International
Bartender Trainer, Paul Martin

LIVE – The Mixxa Cocktail Masterclass

For those clients that are looking for an exciting and inspiring mixology experience, where they can learn the skills of a world-class mixologist, from the horse's mouth, this is the event.

Along with unrivalled expert tuition, Paul will share the stories and colourful anecdotes of the background and histories of all the featured cocktails.

By the climax of the event, everyone will be mixing the standard of cocktails that a professional mixologist would be proud of.

LIVE – How it works!

Paul will create a bespoke list of 4 cocktails for the masterclass event with mocktail (non-alcoholic) versions for those people who are non drinkers.

All ingredients, glassware and cocktail mixing equipment is provided (participants get to keep their cocktail kits).

The event is run at a venue of the client's choice.

Fun is had by all.



Fees

Each experience has a base event fee and includes the supply of all ingredients, cocktail mixing equipment, glassware, garnishes, etc. and is performed at a venue of the client's choice

Mixxa Interactive Cocktail Experience

Base fee: £2950 for up to 30 people

Mixxa Cocktail Masterclass

Base fee: £2750 for up to 30 people

Over 30 people, a charge of £90/person applies

Travel expenses charged extra at 45p/mile

Any additional expenses charged at cost
VAT @ 20%



Contact Us

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