



CARIBBEAN
HOTEL & TOURISM
ASSOCIATION

Entrepreneurship in the Beverage Sector

TASTE *of the*
CARIBBEAN

A SHOWCASE OF CARIBBEAN CUISINE



In the midst
of every crisis,
lies great opportunity

ALBERT EINSTEIN



Finding Opportunities in a Crisis – Entrepreneurship in Food & Beverage: Beverage Sector

Friday, July 17, 2020 4:30-6:00pm et
#CHTALive



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Presenters

Jamaal Bowen,
Chairman and Director, TopShelf Academy Inc.

Ira Claxton ,
Founder, The Calypso Epicurean

Marv Cunningham,
Executive Mixologist & Cocktail Consultant,
Mr. Mix Bahamas

Raakesh Madoo,
Food & Beverage Lecturer, Trinidad and
Tobago Hospitality & Tourism Institute (THTI)

Neal Ramdhan,
Managing Director, Verve Creations and
Adjunct Lecturer, Trinidad and Tobago
Hospitality & Tourism Institute (THTI)

What is Entrepreneurialism?

Having a mission,
vision and creating
new opportunities

Pursuing solutions to
problems by seeing
opportunities

A constant hunger
and passion for
success by having
inward focus

Creating value
through satisfying
customer needs

Requires persistence,
passion and the
pursuit of excellence

The courage to take
relentless risks, face
rejection and try
again

Having a holistic
passion for
continuous and
creative learning

Understanding the
current and potential
needs of the market

Being a good leader
and motivator to all
involved
stakeholders

Continuously test
your assumptions,
beliefs and intuition

Having the
perseverance and
self-determination to
face risks.

Why Consider Entrepreneurialism?

- 1) Bartending is a large segment of the hospitality industry
- 2) Many niche opportunities have entrepreneurial prospects
- 3) Bartending is a specialist skill having many linkages
- 4) Bar Structures have allowed individuals to be creative and innovative in beginning specialist entrepreneurial activities
- 5) Entrepreneurial initiatives in the Bartending Sector requires minimal capital investment and startup capital
- 6) The opportunity of self-employment is highly motivational
- 7) Part-time employment possibilities gives much flexibility
- 8) Markets seek to maximize value even in times of recession
- 9) Bartenders use their skills and knowledge for self-interest
- 10) Increased economic activity stimulates Economic Growth

Threats and Opportunities



Opportunities

**Specialized Non-
Alcoholic/
Teetotaler Bars**

**Specialized
Service Bars**

**Specialized Wine
Bars**

**Specialized
Cocktail Bars**

**Mobile Bar
Services**

**Managing Bar
Trucks for Events**

**Sale and Rental
of Bar Tools,
Equipment and
Glassware**

**Patented
Bottled
Creations**

**Brand
Ambassadorships**

**Teaching at
Hospitality
Institutes**

**Partnering for
Mentorship
Programmes**

**Industry and In-
Plant Training**

**Private Bar Service
and Beverage
Management
Consultancy**

**Bar Design
Consultancy
Services**

**Owner &
Director of a Bar
Academy/School**

**Publishing of
Articles, Blogs,
Vlogs and Bar
Books**

Area of Opportunity #1: Teetotaler Bars

- 1) Non-Alcoholic drinks and mocktails are trending
- 2) Low cost and generally easy to prepare
- 3) Seasonality of ingredients to be taken advantage of
- 4) Lower Beverage Cost and Competitive Pricing
- 5) Minimal investment in Tools and Equipment
- 6) Legal regulations and societal concerns have made these bars the growing alternative
- 7) Does not require special licensing and permits
- 8) Caters to many overlapping niche markets
- 9) Examples: Juice Bars; Smoothie Bars; Mocktail Bars

NON-ALCOHOLIC



Area of Opportunity #2: Specialized Service Bar Catering

- 1) Some markets are demanding personal and professional services
- 2) Generally provides Mixed Drinks/Highballs, Beer, Wine and Basic Cocktails
- 3) Caters primarily for small private events
- 4) Standard bar tools and equipment required with minimal investment cost
- 5) Personal services offer the opportunity of repeat patronage if value and professionalism are provided
- 6) Typically mobile and easy to set up and break down upon completion of services
- 7) Faster rate of return than working traditional bar structures
- 8) Provides flexibility of work hours and minimal skill
- 9) Examples: Commercial Private and Public Catering



Area of Opportunity #3: Specialized Wine Bar Services

- 1) Focuses primarily on Table/Still Wines, Sparkling Wines, Fortified Wines and Dessert Wines
- 2) Specialized area of study and focus
- 3) Partnering with Wine Distributors and their Distributive Networks
- 4) Focused area of activity at events: Private Events; Corporate Events; Retail Promotions; et al
- 5) Generally requires less personnel, tools and equipment, and other start-up costs
- 6) Easy set-up and breakdown requirements.



Area of Opportunity #4: Specialized Cocktail Bar Services

- 1) Expanding area of services for Private and Corporate Events
- 2) Focused area of activity with specialized skill
- 3) Marginally higher startup costs with regards tools, equipment, bar hardware and labour costs
- 4) Utilizes the knowledge, skills, experiences and abilities learned from the formal industry
- 5) Cocktail services can be offered flexibly on one's personal time
- 6) Remuneration is generally higher given the nature of the operation, size of the event and budgets of the client
- 7) Partnerships with Wine, Beer and Spirit Dealerships are common starting points



Area of Opportunity #5: Mobile Bar Services

- 1) Bar services on wheels a growing industry phenomenon
- 2) Mobility adds to market reach and improved market response
- 3) Though higher startup and investment costs, the rates of return and payback periods are attractive
- 4) Requires special licensing and legal requirements
- 5) Flexible opening and closing hours
- 6) Partnerships with Wine, Beer and Spirit Distributors can assist with marketing and promotional efforts



Area of Opportunity #6: Brand Ambassadorships with Breweries, Distilleries and Spirit Distributors

- 1) Putting bartending and competition skills, experience and recognition to work entrepreneurially
- 2) Formation of locked in contractual arrangements with Wine, Beer and Spirit Distributors and even Production Houses
- 3) Can involve foreign travel and building expanded partnerships
- 4) Promotional attractiveness through promotional campaigns on newspapers, bar magazines, radio and television shows
- 5) Remuneration packages are negotiable and attractive



Area of Opportunity #7: Patented Bottled Creations: Homemade Bitters, Shrubs, Tinctures, Flavoured Syrups, Mixers and Bottled Cocktails

- 1) Cutting Beverage Costs and recycling natural inventory wastage are of huge importance
- 2) Growing markets for home-made and organic pre-bottled and packaged offerings in these areas
- 3) Product offerings can be tailored to the specific needs of clients and bar menu requirements
- 4) Non-Traditional Market Niches are also of growing importance: Supermarkets; Tourist Retail Trade; Private Individuals
- 5) Cost of raw materials are not too exhorbant
- 6) May require special licensing requirements
- 7) Investment costs can be high in the short-run



Area of Opportunity #8: Full Time and Adjunct Teaching Opportunities at Hospitality Institutes

- 1) Growing opportunities at most Campuses with Hospitality, and Food and Beverage Programmes
- 2) Emphasis on Caribbean Tourism and Travel has made training and development an expanding activity
- 3) Converts industry skills and experiences into classroom activity and training and development initiatives
- 4) Involves contractual relationships and generally higher compensation packages whilst working flexible hours
- 5) Provides the opportunity for self-actualization and giving back to greater society
- 6) Expands social and cultural networking



Area of Opportunity #9: Partnering with Private and Public Institutions in Mentorship Programs

- 1) Governmental Social Programmes have expanded in recent years targeting youths and other disadvantaged communities
- 2) Opportunities for mentorship using “life-skills” are on the rise at: Community Centres, Sporting and Social Clubs, Post-Secondary Educational Institutions, Youth Reform Centres, Rehabilitation Centres and Prisons
- 3) Generally locked in contractual arrangements throughout the year
- 4) Self-actualization opportunities of assisting with wider society
- 5) These mentorship initiatives are now capturing bartending offerings and providing Certification
- 6) Examples: YTEP Programme; MUST Programme; Civilian Conservation Corps (CCC), MYLAT Programme



Area of Opportunity #10: Owner & Director of a Bar School

- 1) Owner and Director of a Bar School with full training offerings and curricula
- 2) Curricula and educational offerings involve: Bartending, Advanced Mixology, Wine Education, Bar Management, and other specialized Short Courses
- 3) Flexibility in the area of Course Design and Content
- 4) Broader width of Target Markets: Industry Personnel, Private Individuals, Corporate Clients, Governmental Institutions, Private Clubs and NGO's
- 5) Has niche opportunities in the areas of: Provision of Catered Bar Services; Employee Recruitment; In-Plant Training with the Industry, et al
- 6) Higher investment costs and payback period
- 7) Generally requires Accreditation Credentials and Certification
- 8) Must be familiar with Curriculum Design and Educational Training
- 9) Example: Topshelf Bar Academy; Elite Bartending School; ABC Bartending School; et al



Area of Opportunity #11: Provision of Bar Service and Bar Management Consultancy

- 1) Sub-contracting consultancy services are a normal phenomenon in the Hospitality and Food and Beverage Industry
- 2) Special training and developmental needs are typically outsourced to professional consultants
- 3) Areas of offerings include: recipe construction, bar menu design, costing and pricing strategies, bartending/mixology trainings, wine education, service and etiquette trainings, design of in-house products, et al
- 4) Training and service offerings can be specially designed to the needs of the client organization
- 5) Return patronage is a common practice of professionally executed and offers long run streams of income



Area of Opportunity #12: Consultancy Services with Bar Design, Facilities and Layout

- 1) Given industry experience and practical on-site applications, most bartending practitioners understand the need for Ergonomic Bar Design and Layout to improve service execution efficiency
- 2) Partnership with architectural and contractor companies as a technical consultant in the reviewing of architectural drawings and the design and build of bars are strategic areas of activity
- 3) Areas of concern include: space management, reading of blue-prints to scale, abreast of bar equipment and amenities to meet space requirements, and working against the needs of client budgets
- 4) Rate of return for consultancy in this area can be extremely attractive



Area of Opportunity #13: Sale and Rental of Bar Tools, Equipment & Glassware

- 1) Growing markets and niche opportunities for the rental and (re) sale of Bar Tools, Equipment and Glassware
- 2) Required special and detailed contractual arrangements where Rental of assets are concerned
- 3) Lost, damaged or stolen assets typically has a high replacement value that adds to capital replacement
- 4) Major areas of rental activity include: corporate events, social events, weddings, graduations, birthdays et al
- 5) (Re) Sale of Bar Tools, Equipment and Glassware are budding opportunities of interest
- 6) Fairly high investment cost
- 7) Storage space can be a source of concern



Area of Opportunity #14: Managing Bar Trucks for Carnival Bands

- 1) Huge demand for bartending services for Carnival related activities
- 2) Multiple opportunities with partnering with multiple Carnival Bands and Associations
- 3) Partnerships with Beer, Wine and Spirit Distributors for the Carnival season are in high demand
- 4) Generally, seasonal employment with overtones for partnerships outside of the Carnival season
- 5) Carnival events generally pay higher per labour hour given the nature of the season and limited manpower
- 6) Mobile bar service providers are tapping into this market
- 7) Examples: ACE Bar Services; Verve Creations Ltd.



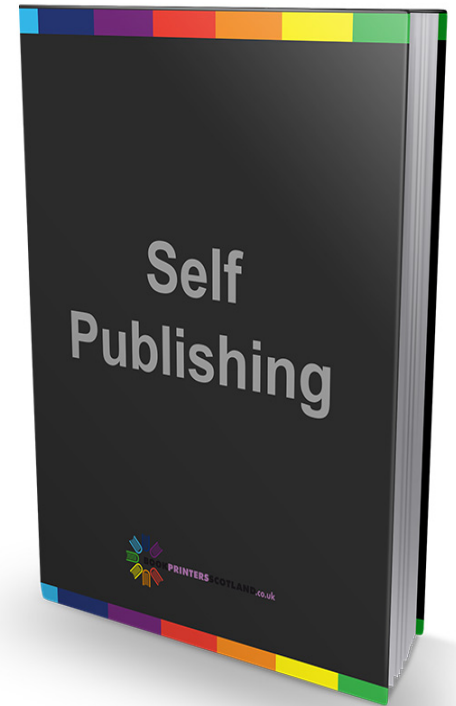
Area of Opportunity #15: Industry In-plant Training with Bars, Restaurants and Hotels

- 1) Direct Strategic Training and Development Partnerships with: Bars, Restaurants, Hotels, and other Industry Organizations
- 2) Training and Development Programmes can be tailored to the special needs and unique requirements of the client organization
- 3) Remuneration is both negotiable and contractual to the servicing needs of the client organization
- 4) Areas of training and development activity include: Bartending, Mixology, Wine Education, Bar Management, Service Training, Safety and Security, et al
- 5) Many markets and niche markets for work on a continuous basis
- 6) Examples: The Trinidad and Tobago Hospitality and Tourism Institute



Area of Opportunity #16: Publishing of Bar Articles and Books

- 1) Convert Intellectual Capital into financial reward
- 2) Increased market reach and capitalization of your name or brand in the building of Goodwill
- 3) Publishing, though expensive, can be shared/lowered by strategic partnerships with Distribution Companies, Publishing Houses, Retail Distributors and other Private Organizations
- 4) Areas of opportunity include: weekly articles published in weekly newspapers, specialized trade journals and magazines, website content, and the publishing of books (and e-books)
- 5) Areas of concern: Cost of Publishing, Research Time, Theft of Intellectual Capital, Patent and Copyright issues





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