

Flairaholiks

Available for immediate use

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What is Flair?

Flair Bartending is the skilled practice of entertaining guests, clientele, or audience with the throwing/juggling of bar tools (e.g.; shaker tins, glassware, garnishes) and liquor bottles in tricky, dazzling ways. Despite common misconception these tricks can be performed behind any bar, using anything that isn't bolted down and using any liquor bottle, no matter how full it is. It has become a sought after talent among venue owners and marketers to help advertise a liquor product or the opening of a bar establishment. Competitions have been organized by liquor brands to attract flair bartenders, and some hospitality training companies hold courses to teach techniques of throwing and catching.

"Flair", or "freestyle bartending", as it may be called can be divided into two styles; working flair or competition flair. The difference between the two being the level of risk and complication of the tricks are higher for competitions. Good flair should be light hearted and entertaining while making actual, drinkable cocktails. It is a form of showmanship for confident cocktail bartenders that differ from the ideas behind mixology and drink-orientated or service-minded bartending.

What Is Working Flair?

Working flair is quick, light, and are realistic moves that can be performed without slowing service. Most working flair involves glassware, one bottle, bottle and tin, garnish, or occasionally, two bottle moves. Working flair is always performed while making a cocktail or drink. Flipping empty bottles is not working flair.

What Is Exhibition Flair?

Exhibition flair is performed for entertainment and competition purposes, generally involving longer, choreographed routines. This usually requires special preparation and set-up of bottles and is a style that generally does not lend itself to every day bar shifts. However, there are a growing number of flair bars around the world that showcase exhibition flair as part of their operation's entertainment. Exhibition flair often involves multi-object flair including 2,3,4 and 5 bottle/tin tricks and routines.

If you would like more information about this topic, or to schedule an interview with Derwayne Chesterman, Jeffrey Lambkin or Jake Mitchetti, please call Derwayne Chesterman at 1.619.800.4885 or email derwayne@flairaholiks.com