

# Mastering the Art of Mixology



The beverage industry plays a significant role in hospitality and F&B revenue, typically with alcoholic beverages alone contributing between 25% to 40% of total restaurant sales. Cocktails, in particular, boast high profit margins ranging from 60% to 80%, making mixology not just a craft but a key driver of profitability in bars and restaurants.

Mastering the fundamentals of mixology is more than just learning to make drinks, it's about understanding flavor dynamics, maximizing profitability, and delivering exceptional guest experiences. This program blends theoretical knowledge with hands-on practice to equip participants with essential skills in crafting balanced, creative, and visually stunning beverages. Whether you're an aspiring bartender, a seasoned service professional, or a business owner looking to enhance your drink offerings, this course provides the foundation needed to excel in mixology and beverage service.

**Who should attend:** *Restaurant and F&B Professionals, Bartenders, Restaurant / Outlet / Beverage Managers, Supervisors, Captains, Waiter and Waitress, Servers.*

**Learning Objectives** - *By the end of this workshop, participants will be able to:*

- Develop a solid understanding of the history and evolution of mixology.
- Learn the fundamentals of spirits, liqueurs, and mixers, including their flavor profiles and uses.
- Master essential bartending tools and techniques for precise and efficient drink preparation.
- Acquire the skills to craft classic cocktails and mocktails with proper balance and presentation.
- Gain the confidence to experiment with ingredients and create unique signature drinks.
- Understand the importance of garnishing, presentation, and service etiquette in the bar industry.

**Topic 1 - Introduction to Mixology & bar Basics**

**Topic 2 - Bar Setup & Workflow Optimization**

**Topic 3 - Understanding Spirits, Wines & Mixers**

**Topic 4 - Classic Cocktails, Mocktails and Flavor Balancing**

**Topic 5 - Garnishing, Presentation & Service Etiquette**

**Topic 6 - Mixology Showcase**

**Trainer Profile: Gobinath** is a seasoned professional with over 20 years of experience in the hospitality and tourism industry. Currently serving as a Senior Lecturer at the Faculty of Business, Economics, and Accounting – School of Hospitality and Tourism, he is renowned for his leadership, adaptability, and unwavering commitment to excellence. Gobinath's expertise lies in Food and Beverage services, operations, and management, where he has consistently driven high standards of performance and innovation. He holds a Bachelor's Degree in Hospitality and Tourism and a Master of Business Administration (MBA). He is an HRDFCorp Accredited TTT Trainer and Food and Beverage SKM & VTO Certificate. He serves as the Deputy President of the Malaysian Food & Beverage Executives Association (MFBEA) and is an active member of the Sectorial Training Committee (STC) for Hospitality under HRDFCorp. His training expertise covers a broad spectrum, including table service techniques, up-selling strategies, menu engineering, cost control, allergen awareness, food safety, and bartending.

Tick where applicable, and **click** the underlined course titles to view the full programme details.

|  |   |   |
|--|---|---|
| <input type="checkbox"/> <b><u>Revenue Management for Restaurants, Catering &amp; Events</u></b><br>12 & 13 May ( <i>KLCC</i> )<br>20 & 21 May ( <i>Penang</i> )<br>RM 2,500 / pax | <input type="checkbox"/> <b><u>Mastering the Art of Mixology</u></b><br>1 & 2 July<br>RM 2,500 / pax  | <input type="checkbox"/> <b><u>Professional Event Management Masterclass</u></b><br>10 & 11 June ( <i>Online</i> )<br>RM2,500 / pax |
| <input type="checkbox"/> <b><u>The Modern Art of F&amp;B Up-selling</u></b><br>2 June 2026 ( <i>1-day</i> )<br>RM 1,400 / pax  | <input type="checkbox"/> <b><u>F&amp;B Financial Planning</u></b><br>3 & 4 June 2026<br>RM2,000 / pax | <input type="checkbox"/> <b><u>Front Office Mastery Redefining CeX</u></b><br>18 & 19 June<br>RM 2,000 / pax                        |

## REGISTRATION

### Company / Individual Information

|                            |                |
|----------------------------|----------------|
| Company / Individual Name: |                |
| Contact Person:            | Email Address: |
| Designation:               | Contact No:    |

### Mode of Payment

HRD Corp SBL-Khas     Self-pay Individuals

### Programme Fees

|   |            |
|---|------------|
| <input type="checkbox"/> Normal Rate - As shown above                         | No of pax: |
| <input type="checkbox"/> 20% Off Early-bird Rate - 14 days before intake date | No of pax: |
| <input type="checkbox"/> 30% Group rate - Min 3 pax / programmes              | No of pax: |

**Fee Guide / Pax -** Normal fee RM 2,500.00 | 20% off = RM2,000.00 | 30% off = RM1,750.00 / pax.  
Normal fee RM 2,000.00 | 20% off = RM1,600.00 | 30% off = RM1,400.00 / pax.  
Normal fee RM 1,400.00 | 20% off = RM1,120.00 | 30% off = RM980.00 / pax.

Total no of programme(s) \_\_\_\_\_ Total no of pax \_\_\_\_\_ Total amount RM \_\_\_\_\_

Registration includes certificate and notes for each pax; Refreshments and lunch for all days - Training venue will be notified via email to all confirmed participants 14 days before the above intake date - [admin@professionals.asia](mailto:admin@professionals.asia)

### Participant Details

|       |          |
|-------|----------|
| Name: | NRIC No: |
| Name: | NRIC No: |
| Name: | NRIC No: |

### Payment & Cancellation Policy

This cancellation policy does not apply to registration under HRD Corp SBL KHAS.  
For self-pay individual, payment must be made 7 DAYS prior to the course commencement.  
All enrolment form received is considered a confirmation, and all payments made payable to:

- Professionals Asia Consultancy - MyCOID 202103127752
- Maybank Account No: 562348583958

Should a participant is unable to attend, a replacement is allowed.  
Cancellation 7 days prior to the programme commencement, 20% of programme fee is charged.  
Please ensure that cancellation is emailed to [admin@professionals.asia](mailto:admin@professionals.asia)  
Professionals Asia Consultancy (PAC) reserves the rights to change the terms and conditions or cancel and postpone the programme dates without prior notice.  
For further details please contact Admin at +6012-6968242.

Company Stamp (for SBL-Khas only)

  
  
  

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_