



# DRY MIXOLOGY & BARTENDING

Knowledge & Skills Training in Alcohol-free Designer Drinks



# Experience

World Class Culinary







COCKTAIL  
ZERO% 



# Introduce Yourself To The Fascinating And Soul-Stirring World Of Alcohol-Free Designer Drinks...

This program is designed not only for aspiring and accomplished bar professionals but also the serious enthusiasts interested in learning the art of Dry Mixology and Bartending Showmanship.

The Foundation Course offers a thorough understanding of the fundamentals in the Art & Science of Mixology and the Craft of Bartending.

The Professional Course is for professional Bartenders & Mixologists who aspire to enhance their knowledge & skills, together with the persona and confidence to become specialists in the craft.

ICCA Dubai in collaboration with Alembic brings the knowledge and craft of Dry Mixology & Bartending to amateurs, professionals, enthusiasts and consumers alike, through hands-on programs that transform learners into confident Mixologists & Bartenders.

# About Us

## International Centre For Culinary Arts, Dubai

Established in the year 2005, the International Centre for Culinary Arts - ICCA Dubai, is a world-class culinary training centre, delivering a range of professional and personal programs accredited by the internationally recognized City & Guilds, London.

It has been featured amongst the 'Top 10 Culinary Institutes in the World' and awarded the 'Recognition of Quality Culinary Education' by World Association of Chefs Societies (WorldChefs), a global authority on food standards.





The centre has won several international awards, accolades and recognitions including the prestigious City & Guilds, London - Lion Awards, International Centre of the Year Award 2016, apart from International Centre for Excellence Award (Middle East) 2016, and the Broadcast Pro Best Digital Initiative of the Year 2016, amongst others for innovative initiatives, quality training and continued excellence.

## Alembic - Liquid Education Experience

Alembic is a Creative Drinks Agency that specializes in the design, development and marketing of quality drinks education & experience in the MENA region.

As the leaders in the region, they provide turnkey solutions in Designer Drinks & Bar Set up, right from conceptualisation to design & development and training to deliver at the highest levels of quality, consistency and innovation.

# Accreditations & Recognitions

## City & Guilds, London

Established in 1878, City & Guilds, London is the world's largest awarding body and certifies over 1.3 million students annually the world over, helping increase their value proposition and competitiveness within the global market.

This accreditation is recognized as a sign of quality and standards in over 100 countries around the world.

## World Association of Chefs Societies (WorldChefs)

Founded in the year 1928, WorldChefs is a network of chefs associations from around the world that has over a hundred official chefs associations as members representing over 10 million professional chefs worldwide.

ICCA Dubai has been awarded the 'Recognition of Quality Culinary Education' by the WorldChefs. This award seeks to recognize training & education that meet and exceed the standards of education established by WorldChefs.



## Knowledge & Human Development Authority (KHDA) Approved

All programs delivered at the International Centre for Culinary Arts (ICCA) Dubai are under the Knowledge and Human Development Authority (KHDA), Government of Dubai, UAE, Approved Educational Service Permit.





# Courses Offered

## Foundation

This course offers a thorough understanding of the fundamentals of the Art & Science of Mixology and the Craft of Bartending.

## Professional

This course is for experienced and professional Bartenders & Mixologists and helps enhance their knowledge & skills, together with their persona and confidence to become specialists in the craft.





# Foundation Certificate in Dry Mixology & Bartending

## Course Overview

Get an understanding of Ingredients to Blend, Mix, Shake, Stir & Delight.

This three (3) day course has been specially designed to give a thorough understanding of the fundamentals of Dry Mixing and Bartending.

Knowledge of the selection and choice of ingredients, equipment & tools to use, the art & science to mixing well & blending right, and the foundation skills of practical bartending, is a perfect start for the serious enthusiast and for those wishing to pursue a career in the industry.

In-depth understanding of the workflow & process, focus and finesse to display knowledge and practical prowess that are necessary for effective and seamless service with an intense persona, that help one to impress and become employable in the Bar Industry.

## Course Duration

Theory and hands-on practical sessions, delivered over 18 guided learning hours (3 days – 9 am to 4 pm).

## Course Fees

The course fees is AED 4,200 (inclusive of VAT). All equipment, ingredients and course material are provided for the training.

## Course Plan

- History of the Soft Drinks, Varieties, Classification and Production Methods
- The Journey of the Bartender – From the Past to the Present
- Bartender vs Mixologist
- Introduction to Professional Tools
- Set up and Operational Work Flow
- Introduction to Ingredients
- Method of Cocktail Zero Preparation (shaking, building up, layering, straining, stirring, smashing, blending)
- Carbonated vs Still Beverage
- Bitter vs Sweet vs Sour vs Salt
- The importance of the Appearance of Cocktails
- Equipment - Handling, Hygiene, Cleaning and Maintenance

**Note:** No alcoholic products are used in this course.

## Assessment

As part of the assessment, your skills will be put to the test and be given a Mystery Box filled with different ingredients, requiring you to be imaginative to come up with a well-balanced Cocktail Zero%.

The assessment will require you to think on your feet and use all of your creative knowledge.

## Certification

- a. ICCA Alembic Certificate in Dry Mixology & Bartending - Foundation
- b. Certificate of Completion attested by the Knowledge and Human Development Authority (KHDA), Government of Dubai, UAE







# Professional Certificate in Dry Mixology & Bartending

## Course Overview

Advanced Mixology, Bar Management & Consumer Engagement - Show, Mix, Serve & Socialize.

Bartending at its best is about engagement, quality of drinks and the finesse to present.

The Professional Dry Mixologist & Bar Tenders course is designed for Professional Bartenders & Mixologists who aspire to take their knowledge & skills and their ability to engage with consumers, to deliver experiences at the next level.

This two (2) day intensive course will significantly improve critical aspects of Mixology and Bartending Skills and help build the persona and confidence necessary to become a true specialist in the craft.

## Course Duration

Theory and hands-on practical sessions, delivered over 12 guided learning hours (2 days – 9 am to 4 pm).

## Course Fees

The course fees is AED 4,200 (inclusive of VAT). All equipment, ingredients and course material are provided for the training.

## Course Plan

- Innovations & Trends in Bar Equipment / Preparation, Bar Tools, Cocktail Garnish
- Understanding of Cost Control
- How to Create Your Own Products such as Purées, Foams, Syrups, and Cordials, etc.
- Fundamental Molecular Mixology - How to Smoke a Cocktail, Make Caviar and Different Variations of Foam
- Why Certain Types and Shapes of Ice are Important
- Menu Designing
- Theatricality and Showmanship

**Note:** No alcoholic products are used in this course.

## Assessment

As part of the assessment, your skills will be put to the test with a task to Design a Menu, requiring you to be imaginative and come up with a well-balanced Cocktail Zero% Menu.

The assessment will also require you to think on your feet and demonstrate your engagement skills.

## Certification

a. ICCA Alembic Certificate in Dry Mixology & Bartending - Professional

b. Certificate of Completion attested by the Knowledge and Human Development Authority (KHDA), Government of Dubai, UAE



# Apply Now

## Minimum Entry Requirements

- Ability to understand English, as the medium of instruction is English.
- Age 16 years and above.

## Course Start Dates

The programs run on a regular basis through the year and dates for upcoming courses are published on the ICCA website.

For more information, kindly contact ICCA Dubai.

Tel: 8811 457 4 971+, email: [enquiry@iccadubai.ae](mailto:enquiry@iccadubai.ae) or visit our website:  
[www.iccadubai.ae](http://www.iccadubai.ae)

## Documents Required

1. Duly filled and signed application form filled.
2. Colored copy of passport & colored passport size photograph with white background.

Note: A clear scan of the above documents to be sent by email to [enquiry@iccadubai.ae](mailto:enquiry@iccadubai.ae) or in person.

APPLICATION FORM - CERTIFICATE IN DRY MIXOLOGY & BARTENDING

**Personal Details**

Please read this form carefully and complete all relevant sections. Please keep a copy for your reference.

Given Name \_\_\_\_\_

Middle Name \_\_\_\_\_  
(Name exactly as in the passport - if applicable)

Last Name \_\_\_\_\_  
(Name exactly as in the passport)

Date of Birth \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
(Day) (Month) (Year)

Gender Male ☐ Female ☐

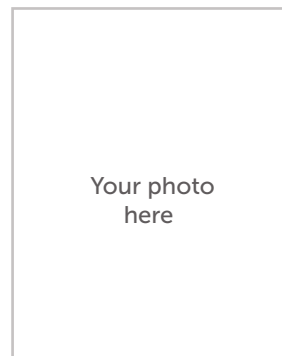
Passport No. \_\_\_\_\_ Nationality \_\_\_\_\_

Home Address \_\_\_\_\_

\_\_\_\_\_ Post Code \_\_\_\_\_

Telephone No. \_\_\_\_\_ Alternate Contact No. \_\_\_\_\_

Email \_\_\_\_\_



**How did you come to know about us ?**

Referred by \_\_\_\_\_

☐ Internet ☐ Email ☐ Facebook ☐ Instagram

Others (Please Specify) \_\_\_\_\_

**Choice of Program**

Certificate in Dry Mixology & Bartending ☐ Foundational ☐ Professional

Preferred Start Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_





# Conditions of Enrollment

## 1. Definition

1.1 For the purpose of these conditions of enrollment, commencement of registration means: The first day of registration for the course in which the student is enrolled.

## 2. Course Fee

2.1 May be paid in AED / USD by Cash, Cheque, Credit / Debit Card or by Electronic Fund Transfer (EFT), to ICCA Dubai account, whichever is convenient.

2.2 Full Course Fees to be paid before the commencement of Course program

2.3 ICCA Dubai will not be responsible for any money paid to any representatives or other individuals not formally authorize by ICCA Dubai.

2.4 All bank transfer charges and other incidental charges, as may be applicable are payable extra, in actual, by the candidate.

## 3. Cancellation & Refunds

3.1 The Composite Fees Plans/ Value Offers will be refunded only in the following circumstances, if:

a. ICCA Dubai cancels the course in which the student is enrolled. In this case, ICCA Dubai will refund Composite Fees Plans/ Value Offers on a pro rata basis within 4 weeks from the date of notice of course cancellation;

b. ICCA Dubai receives written notice of cancellation of enrollment from the student at least 28 days before the first day of the course.

## CONDITIONS OF ENROLLMENT

### 4. Cancellation of A Class / Change of Date

4.1 The intimation for Cancellation of Class or request for Change of Date for a class must be made a minimum of 48 hours in advance of class date by phone / email / sms. Failing which the same will be construed as a No Show, resulting in the cancellation of the class and 100 % forfeiture of the class fees.

### 5. Course Programs & Class Plans

5.1 Menu plans of one Course program are not interchangeable with the Menu plans of another Course Program, it is prohibited to combine menu class plans of any kind.

5.2 Items listed within a class plan are not changeable; any request for a change would be understood as a Personalized Class and charged accordingly.

5.3 Students joining as a private group, must continue as a group and cannot breakup as individual for classes.

### 6. Validity of Course Programs

6.1 The registration is valid for a period of 3 months from the date of payment and all classes must be completed within the given period, beyond which the program would be considered cancelled and all Fees, thereof, forfeited.

### 7. Standard Operating Procedures, Class Schedule, Code of Conduct & Rights

7.1 Students are requested to read the Artisan Courses - Procedure & Policies, provided upon request, at the time of enrollment.

7.2 Kindly adhere to the class time schedules.

7.3 It is important that a student or students of a group do not disturb the other classes around in any manner.

7.4 Students are requested to assist with post class clean up & wash up.

## CONDITIONS OF ENROLLMENT

### 8. Compliance, Termination & Rights:

8.1 Students must diligently attend the course program, complete all course assessments, sincerely undertake the Industry Exposure opportunities provided and follow the Professional Program - Procedures & Policies\*.

\* Provided at the time of program orientation.

8.2 ICCA Dubai reserves the right to expel a student for serious breach of discipline. Upon which the Composite Fees Plans/ Value Offers will not be refunded.

8.3 As part of continuous development and quality delivery, ICCA Dubai reserves all rights to amend the course content, course cost, schedules and procedures & policies.

### 9. Grievance Resolution:

9.1 ICCA Dubai has policies and procedures in place for the hearing of student difficulties and grievances.

9.2 If you are not satisfied with the outcome, an independent dispute resolution can be availed, under the jurisdiction of Dubai, UAE laws and agree that damages are limited exclusively to a refund of the course fee for the course selected and that they are entitled to no other consequential, incidental or punitive damages.

### 10. Additional Details:

10.1 Additional details with regards to course enrollment and course program provided upon formal application of interest to the program.









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[www.iccadubai.ae](http://www.iccadubai.ae)