



# Luxury Hospitality

## Beverage Specialist



Brochure 2020

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## LUXURY HOSPITALITY ACADEMY

*"Inspiring excellence in service by developing caring hospitality professionals"*

Luxury Hospitality builds on the work of Peter Vogel, who for more than a decade, has been setting industry benchmarks for interior and hospitality standards.

The Luxury Hospitality Academy provides 7-star interior and hospitality training for crew on-board superyachts, high-end (river) cruises, elite domestic estates, boutique hotels and resorts.

Regardless of your sector, our specialist trainers transfer their knowledge, experience, expertise, inspiration, motivation and vision to participants so they can ultimately master *The Art of Service*.

Our courses are offered both on site and at our training facility in Amsterdam, where we offer courses at Waterland Estate.

All our courses are accredited through the GUEST (Guidelines for Unified Excellence Service Training) IAMI program.

Kind regards,  
Peter





## TRAINING INFORMATION

**Duration:** 5 days  
**Location:** Heemskerk, The Netherlands  
**Accredited:** GUEST IAMI & Luxury Hospitality programme

This Luxury Hospitality training will provide the following:

- LHG certification; Luxury Hospitality Beverage Specialist
- LHG certification; Barista & Latte Art
- GUEST IAMI certification; Advanced Wine Appreciation - Module 2
- GUEST IAMI certification; Advanced Bartending & Mixology - Module 2
- WSET certification; Level 2 Award in Wine

The Luxury Hospitality Beverage Specialist training is a very hands-on, practical training experience to engage the service mind-set and increase confidence, finesse and expertise in the different styles & techniques.

### Bartending & Mixology modules:

- Role of the Beverage Specialist
- Bar tools & Equipment
- Use of cocktail equipment
- History of the cocktail and the classics
- Read & understand recipes
- Pouring & Shaking techniques
- Spirit knowledge
- Tasting
- A balanced drink
- Creativity with ingredients
- Create a menu
- Speed training

### Wine Appreciation modules:

- Service and wine tasting
- Viniculture and vinification + climate
- Wines of France
- Wines of the World
- Food and wine pairing
- Labeling and pronunciation
- Wine list maintenance
- Wine storage
- Specific Yacht Service



## TRAINING INFORMATION

The course is focused on providing you with as much practical exercises as possible. We feel that it is vital for you to learn about the technical service aspect and at the same time it is equally important to learn about the essence of "hospitality".

	BEVERAGE SPECIALIST TRAINING	CERTIFICATION	LOCATION
DAY 1	Bartending & mixology focuses on classic cocktail training and the latest mixology trends. Those attending learn how to balance flavours and create their own spin on the classic cocktails.	Advanced Bartending & Mixology Module 2	ACADEMY AMSTERDAM
DAY 2	This highly interactive course allows participants to become a beverage specialist with hands on common sense approach to shake or stir any drink request with confidence and even pair the perfect cocktail with the evening's canapés.	Advanced Bartending & Mixology Module 2	ACADEMY AMSTERDAM
Evening session	An evening session focused on two areas. You will learn all about Latte Art so you can WOW your guests. Further the knowledge of tea can be utilized in making trendy cocktails as well as serving your guests that special cup of tea following the correct etiquette.		ACADEMY AMSTERDAM
DAY 3	The Luxury Hospitality Wine Appreciation course builds practical and professional sommelier service skills. During the first day we focus on Wine tasting & food & wine pairing	Advanced Wine Appreciation Module 2	CHATEAU MARQUETTE
DAY 4	We visit a winery today, where you will make your own wine. This day includes wine storage, stock rotation and covers wine list construction, being able to read labels and pronounce wines and their regions correctly. A fun and interactive day making sure that you walk away with a newfound appreciation and further admiration of wine.	Advanced Wine Appreciation Module 2	CHATEAU MARQUETTE
Evening session	We invite you to an introduction evening with Asaro, a yacht event specialist. This is an interactive evening in where you are participating in an incredible experiential event		CHATEAU MARQUETTE
DAY 5	The Luxury Hospitality Wine Appreciation course builds practical and professional sommelier service skills. During the first day we focus on Wine tasting & food & wine pairing	Advanced Wine Appreciation Module 2	CHATEAU MARQUETTE



## TRAINING PACKAGES

The extraordinary training is held at Chateau Marquette north of Amsterdam, The Netherlands. The estate has a beautiful 18th century listed castle surrounded by 26 hectares of nature. At 300 meters Hotel Marquette is situated at the same grounds. The castle features Royal décor and a very friendly team of welcoming staff who will look after you during your stay.

All packages include the course materials, tours, certificates, coffee, tea, drinks and snacks during the training, as well as lunch throughout your stay.

The investment is € 575,- per person, per day (the total for 5 days € 2875,-)

The course commences each day around 9.00 and wraps between 18.00 and 22.00. A voluntary evening program is available for those that are interested in participating.

Students mostly choose to stay at the estate for the duration of the course. Therefore we have arranged for different hospitality packages. Staying at the estate means that all the rooms throughout the estate are at your disposal after course hours. We recommend you arrive on Sunday, late afternoon / evening. Dinner is provided and the remainder of the evening gives you a good opportunity to get to know your fellow students for the week.

Chateau Marquette is situated 20 minutes by taxi [65 Euro] or UBER [30 - 35 Euro] from Amsterdam/Schiphol Airport.

Accommodation, breakfast & dinner is available at Waterland Estate at a special preferred rate:

- Shared accommodation € 125,- per night
- Single accommodation € 165,- per night
- *Minimum amount of students apply [6],*
- *All pricing excludes VAT, when applicable*
- *Our Terms & Conditions apply*





## ABOUT THE TRAINERS

The Bartending & Mixology modules are taught by Rob Rademakers and Misja Vorstermans, who are equally notorious in the cocktail industry and culture for their professional approach and expertise in the trade.

Both have won many accolades for their skills, trained onboard some of the largest yachts in our industry since early 2000's and have worked alongside professional crew during large-scale events at Film Festivals and other various celebrations .

### Misja Vorstermans

Misja is one of Amsterdam's most well-known and respected bartenders thanks to his high profile as the Cocktail Trainer and his colourful career mixing cocktails and training staff for the capital's trendsetting bars.

Misja received his first formal training in making cocktails in 1995, at high-end club restaurant and cocktail bar Vakzuid in the Amsterdam Olympic Stadium. After five years of bar management and cocktail shaking at Vakzuid, Misja joined Ricardo Sporkslede and Tal Nadari to form The Fabulous Shaker Boys. From there, Misja became well known and a respected name on the international cocktail scene.

Misja has since trained many bartenders and cocktail aficionados the ins and outs of making cocktails, and we're thrilled that he shares his knowledge and extensive experience with our clients.



**Misja Vorstermans**

Bar, Mixology  
Barista & Tea  
Specialist

### Rob Rademakers

Rob has worked almost all his life in the food & beverage industry. From being a dishwasher in a small Amsterdam Bistro, to global brand ambassador where he trained thousands of bartenders in over 40 countries worldwide.

While working his way up in the kitchen Rob found out that he was more a person that envy's the front of the house. Five years in five star hotels soon followed where service was essential and knowledge was key. Soon bartending followed from the Fabulous Shaker Boys to running his own lounge bar on the Island of Crete.

While Rob has worked in numerous cocktail bars and on prestigious cocktail events he got the role of Head Trainer Bols Bartending Academy and Global Brand Ambassador for a period of 7 years travelling the globe to train the industry.

In 2013 Rob got the title "European Champion Tea Cocktails and Food Pairing" by Dilmah Real High Tea Challenge. On the global finals in Sri Lanka he got 9th place.



**Rob Rademakers**

Bar, Mixology  
Barista & Tea  
Specialist



## ABOUT THE TRAINERS

### Angelique Besseling

Angelique's strong grounding in F&B roles more than 15 years ago set the stage for an impressive hospitality career that has seen her work for leading hotels, onboard luxury cruise liners and for private superyacht owners, including the iconic 128m MY Rising Sun.

With her exemplary guest service (including silver service) skills and expert wine, barista and bartending skills, Angelique joins Luxury Hospitality Group as wine specialist and trainer.

Angelique has served, and overseen the service of, some of the world's most expensive beverages to discerning guests. This experience, combined with her knowledge of etiquette and protocol and tertiary studies in viticulture, positions Angelique perfectly to train superyacht crew and hospitality staff in hotels and private estates in the art of wine service and developing guest preference programs.

Angelique's training is customised to the realities of working in luxury hospitality given her firsthand experience of working in an industry that places heavy demands on its staff in the pursuit of excellence.

The fact that Angelique currently holds the position of Hospitality Supervisor for the Dutch Food and Consumer Product Safety Authority is testament to her impressive career history and experience gained by working to the highest standards of F&B and customer service.



**Angelique Besseling**  
Wine Specialist  
Sommelier

*"It was a training course, but felt more like a food and wine tour whilst learning along the way. I would recommend this course to everyone"*  
**Lorren Barlow** – Lead Service Stewardess  
MY Barbara