



# PERFECT SERVE BARSHOW

*15 & 16 November 2021 | Amsterdam*

**APS**  
glass & bar supply  
Amsterdam

**EARTH** WATER

**HOSHIZAKI** | **GRAM**  
LEADING NATURALLY

**winterhalter**<sup>®</sup>



allstar/entertainment.nl  






# PERFECT SERVE BARSHOW

*15 & 16 November 2021*

WesterLiefde, WesterUnie & Transformatorhuis

*Welcome to the seventh Perfect Serve Barshow Amsterdam.*

*It is truly great to have you with us. The wait has never been this long, so I bet you are as excited as we are for this edition! Over 120 brands are represented and there are many exciting new launches, as well as familiar faces of friends and legendary products.*

*Here you will find our floor plan, as well as the seminar schedule, competitions but also some of the events that will be held in the evening, and more.*

*We hope you will have a great visit!*

*By the bar, for the bar*

**The Perfect Serve team**

*Timo Janse*

*Tess Posthumus*

# Official Perfect Serve Partners

Perfect Serve would not be the same without our partners.  
These are brands and companies that help make this industry great.

**APS**  
glass & bar supply  
Amsterdam

APS Glass & Bar Supply Nederland is a whole sale business in the Netherlands supplying a large assortment in bar tools, stylish and durable glass, disposables, earth wear, cutlery and kitchen utensils and kitchenware.

**EARTH** WATER

Earth Water donates 100% of the net profit generated by selling Earth Water or Coffee in order to finance water projects. They invest money in sustainable water systems in areas in which these are needed most.

 **HOSHIZAKI** | **GRAM**  
LEADING NATURALLY

Hoshizaki is a leading manufacturer of commercial kitchen and food service equipment. And by merging with refrigeration specialist Gram Commercial, we have brought together the brilliance of Japanese engineering and the intelligence of Danish design. Our range now features an extended line of kitchen and food service equipment including ice makers, dispensers, refrigerators, freezers, and sushi cases.

winterhalter®

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We are Winterhalter, the warewashing specialist. A family company, now in its third generation. We are a byword for professional solutions in the field of commercial warewashing. For quality and reliability. Customers throughout the world value us as a reliable partner. What can we do for you?



Booz event design is a partner that thinks with you. We are specialists in the development of custom design and creative solutions using the latest trends. We are a one-stop shop of stand design, catering and brand activation.

allstar/entertainment.nl



Based in Amsterdam, Allstar entertainment answers all your AV needs from small parties, to large scale events. Whether sound, dj, dancefloor, lighting and more, Allstar entertainment has got you covered!



# Seminars

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## Seminar Stage

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### MONDAY 15<sup>TH</sup> OF NOVEMBER



*12:00 - 13:00*

**Sune Urth (DEN)**

"Aquavit: the story of a classic spirit."



*13:00 - 14:00*

**Eddie Rudzinkas (LIT)**

"Cocktails for you social media – everything is Fu%#ed up welcome to 2021"



*14:00 - 15:00*

**Hyalinthe Lescoët (FR)**

"50 Shades Of An Independent Bar Owner (18+)"



*15:00 - 16:00*

**Mike Foster (UK)**

"Belvedere Organic Infusions – Made With Nature"



*16:00 - 17:00*

**Kenji Jesse (UK)**

"Japanese Philosophies for Bartenders"



*17:00 - 18:00*

**Team Insider Bar (RUS)**

"Art Vs Technology: why Mathematics matter in a bar"



# Seminars

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## Seminar Stage

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TUESDAY 16<sup>TH</sup> OF NOVEMBER



*12:00 - 13:00*

**Philip Duff (IRE)**

"Genever: Its Hidden History & (Modern) Mixology"



*13:00 - 14:00*

**Jad Ballout (LEB)**

"Beirut to Beyond"



*14:00 - 15:00*

**Tom Zyankali (DE)**

"Do Your Homework!"



*15:00 - 16:00*

**Sietse Offringa (NL)**

"Opening up Scotch Whisky"



*16:00 - 17:00*

**Max La Rocca (ITA)**

"It is NOT about the trophy"



*17:00 - 18:00*

**Daniil Goldman (RUS)**

"History of Anise in Alcohol. The gem of the Middle East"



# Competitions

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## Competition Stage

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### MONDAY 15<sup>TH</sup> OF NOVEMBER



*12:00 - 16:00*

**De Nederlandse Bartenders Club**  
"Nationale Kampioenschap 2021"



*16:30 - 18:00*

**Battle of the Brand Ambassadors**



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### TUESDAY 16<sup>TH</sup> OF NOVEMBER



*12:00 - 13:00*

**David Lebeer (BE)**

"A humble guide on how to become a respected bartender"



*13:00 - 17:00*

**Mijenta**

"Mijenta Tequila Perfect Serve Barshow Cocktail Competition"



*17:00 - 18:00*

**Brittini Rae (USA) & Joseph Biolatto (FR)**

"I'm over 30, now what? Ice in the city of lights"





Girls love  
*Belgian*  
Bartenders

By

*Mr. Copperhead*

If you know, you will be there. If you don't, you should!  
7 PM – Midnight Belgian Food & **Belgian Bartenders** At Feijoa!

**Nederlandse Bartenders Club**  
Since 1949

# Nationale Cocktail Competitie 2021

**Founding Partner Sponsors:** WATERBURY, MAREY & CO. PAIS, MAFFEO TRISSEIRE, LONDON ESSENCE, RUSCAGI ONF

**Platinum Partner Sponsor:** SAISON

**Silver Partner Sponsors:** CATZ

*The ONE AND ONLY Dutch National Cocktail Championship is back and ready to go at the upcoming PSBA bar convention, Nov. 15th straight off the bat at noon!*

*Spoiler alert; the winner will go on a fantastic trip to Cuba to participate at the IBA World Cocktail Competition! Come check it out on the Competition Main Stage.*



# MONKEY SHOULDER®

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**100% MALT WHISKY MADE FOR MIXING**

*Monkey Shoulder will be present at the Perfect Serve Barshow for the whisky experts looking to escape reality. Dive into a ball pit filled with fun and nostalgia, and try to get the coolest merchandise and cocktail gadgets as quick as you can. Will you manage to grab your prize in time? Escape the daily routine, go Monkey!*

# HENDRICK'S<sup>®</sup>

## GIN

*Hendrick's Gin is coming to Perfect Serve Barshow with an unconventional surprise. Around the back of the Hendrick's Cucumber House, a magical door will be hidden. Unlock the magical door and enter a magnificent destination surrounded with green, rocks and mysticism. Only meant for those who are willing to expand their curiosity.*

*Join us on the 16th of November at  
Noon on the Competition Stage for the  
Mijenta Tequila Cocktail Competition!*





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**ISAAC**  
ACADEMY

  
**GLEN SCOTIA**  
SINGLE MALT SCOTCH  
WHISKY

**BANDOENG**  
22

THE  
**LONDON**  
**ESSENCE**  
Co.



**BRIGHTON**  
GIN

  
**RED CARPET**  
BY A BRAND NEW DAY

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*Thank you for visiting*

*See you at Perfect Serve Barshow Amsterdam 2022!*

