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 **RONAN**  
hospitality & drinks

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# Portfolio & Services



# Hi, I'm Roman



I founded my consultancy 3 years ago, with the intention to provide a world class offering, and a depth of knowledge garnered from years of experience to my clients within the drinks industry. In those 3 years, I have worked across a broad spectrum of projects in the beverage industry, but specialising in advocacy, cocktails, spirits, and design

My commitment is to provide top class education, flavour, and overall enjoyment to clients. These skills have been cultivated through extensive experience both within and outside the hospitality sector, ranging from roles as a surf coach and actor to traversing the globe.

I have worked with world leading and iconic bars, distilleries, breweries, and numerous globally renowned brands. My bartending experience spans the globe including New York, Belfast, Dublin, Cape Town, and even 10 Downing Street. In London, I rose to the position of Head Bartender at Trailer Happiness (World's Best High Volume Bar), before contributing to the success of Dandelyan, acknowledged as the World's Best Bar, Bar Team, Hotel Bar, and Cocktail Menu.

Transitioning to the realm of brand building, I joined Pernod Ricard as the Senior Ambassador for the Midleton Distillery, bringing my expertise and passion to their UK and international teams

Today, as an international drinks consultant I aim to bring these years of experience to my clients and provide them with the knowledge and know how to achieve their brand goals and visions. Having worked on both brand and bar side I am uniquely placed to understand the desires of everyone from marketing teams and CEOs to F&B managers and bartenders.

Why  
WORK with me



## Global Excellence in Hospitality

I have had the privilege of contributing to the exceptional bartending team at Trailer Happiness (*World's Best High Volume Cocktail Bar*) and Dandelyan during its victories at the Tales of the Cocktail: *World's Best Bar*, *World's Best Hotel Bar*, *World's Best Bar Team*, *Best International Cocktail Bar* and *World's Best Cocktail Menu*.

Also 50 Best Bar Awards placing 3rd and 1st in the world. These accomplishments, coupled with numerous other accolades reflects my commitment to delivering a world-class experience.

## Elevated Expertise

My qualifications include recognition as a WSET Level 1 & 2 Educator, holding the highest WSET Level 3 in Spirits qualification, and obtaining the General Certificate in Distillation (GCD). Beyond my proficiency in mixology, I bring an extensive understanding of spirits, contributing a level of expertise that goes beyond the ordinary.

## Integration of Excellence

By merging my high-end cocktail experience with insights gained through cross-functional projects in commercial and marketing departments, I bridge the worlds of the bar and boardroom. This unique combination enhances my ability to understand brands from various perspectives, contributing to a holistic approach in delivering exceptional service.

## Tailoring Solutions

Recognising that each collaboration or project is unique, I selectively engage in endeavors where I can make a positive impact. I devote my full attention and passion to clients, ensuring a tailored approach that aligns with their objectives and results in a mutually beneficial collaboration.

# Services at a glance

—  
Global Cocktail  
Strategies



—  
Branded Bar  
Take-Overs



—  
New Product  
Development



—  
Hosting &  
Presenting



# Client Testimonials

*Ronan received a short brief to assist with a new tour and blending experience in a speakeasy bar style. Everything was meticulously looked after, from the new bar menus, to the glassware and cocktail selection, and all other elements that a great tour should offer from a premium brand experience. We found great benefit in trusting Ronan with the whole project and allowing us to focus on other key day to day focuses on our business, signing off on key elements towards the end of the process, including dry-run's, trainings of staff and full execution once the new tour experience was launched digitally.*

**Shane McCarthy, Managing Director Ireland Craft Beverages/ Two Stacks**



# Global Cocktail Strategies

—  
Signature  
Cocktails



—  
Seasonal  
Serves



—  
Mixology  
Cocktails



—  
Sustainable  
Serves





# World Class

Crafting world-class flavour combinations to elevate the guest experience, all presented without unnecessary complexity or industry jargon.

Menu Development with Precision.

I specialise in developing menus that integrate key flavours and current trends, utilising cutting-edge yet approachable techniques. This ensures a seamless alignment with the overarching theme of the brand.



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## *Conceptualisation and Brand Development*

Establishing a foundational core concept is paramount in shaping a comprehensive drinks program. I collaborate closely with your brand team, adhering to established guidelines, to craft beverages that seamlessly convey your narrative. Each drink is tailored to resonate with the tone of voice that best aligns with your target markets.

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## *Collaborative Process*

Upon initiation, you will receive an initial deck featuring clear instructions, visually appealing drink photographs, and pertinent information or facts about each beverage. I am dedicated to accommodating any edits or modifications until the final outcome satisfies all stakeholders.

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## *Implementation*

For a polished presentation of your new cocktails, I offer professional styling services during photoshoots, ensuring each drink is visually impeccable. Additionally, I am available to attend launches or events, personally overseeing the preparation of these signature beverages for a seamless and memorable experience.



# Cocktail Strategy Offers

	Single Drink	Event Drinks	Complete Strategy	Unlimited
Completed Drink Presentation Deck	✓	✓	✓	✓
Step-by-step Instructions	✓	✓	✓	✓
Number of Delivered Drinks	1	Event Specific	20-25	30+
Drinks Styling with your photographer	Add On	Add On	Add On	Included
Ronan to make drinks at your event(s)	Add On	Add On	Add On	Included
Signature Cocktail Serve		✓	✓	✓
Sustainable Cocktail Serve(s)		✓	✓	✓
Seasonal Cocktail Serves		✓	✓	✓
Mixology Cocktail Serves			✓	✓
At Home Easy-to-Make Drinks			✓	✓
Pre-Batched Cocktail Serves			✓	✓
Food Pairing with Key Cocktail(s)			✓	✓
Monthly Global Cocktail/Drinks Trend Report				✓
Keeping your brand up to date all year round				✓

# *Client* Testimonials

*"Collaborating with Ronan gives me such peace of mind as he is not only creative and talented at making drinks - but he also understands the business side. He connects it all together to meet the customers and clients needs"*

Annah McKendry  
Marketing Director Craft Cocktails/Bar 1661



# Branded

## Bar-Take Over's



**Broaden the Influence of Your Brand and Portfolio through Strategic On-Trade Expertise.**

In the ever-evolving landscape of the industry, the key to sustained success lies in strategically expanding the reach of your brand and portfolio. Leveraging the profound insights of on-trade expertise emerges as a paramount approach to not only navigate the intricacies of the market but also to captivate a new and diverse audience.

By delving into the nuances of the on-trade sector, I not only position your brand strategically but also unlock untapped opportunities. The expertise gained from navigating the dynamics of on-trade channels empowers your brand to resonate authentically with the preferences and expectations of a fresh audience.

Through a meticulous blend of market understanding, trend analysis, and a keen eye for consumer behaviour within on-trade environments, I craft a tailored strategy to ensure that your brand not only stands out but also thrives in this dynamic space. This approach goes beyond conventional marketing, offering a holistic understanding of the on-trade ecosystem and aligning your brand seamlessly with the preferences of a discerning consumer base.

In essence, my focus on on-trade expertise serves as a catalyst for your brand's expansion, creating a compelling narrative that resonates with a broader audience and solidifies your position as a frontrunner in the industry.

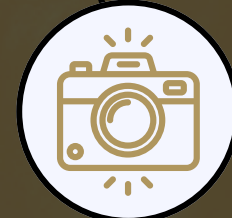


# Branded Take-Overs at a glance



## Bespoke Cocktails

Showcase your core product or bring in your wider portfolio for a show stopping menu.



## Social Media Assists

I will create reels, videos, flyers and event photography.



## Bar Collaboration

Through my network I will find the perfect space for the take-over fitting your brand.



## Advocacy Masterclass

Before the take-over I can host a branded PR/consumer/trade event.



## World Class Service

I will run the event floor/bar insuring the event is unforgettable.

# *Client* Testimonials

*"He brings an incredible depth of knowledge about drinks categories and their history and culture, has a palette capable of crafting stunning liquids as a matter of course, and is a breeze to collaborate with. Perhaps the biggest compliment I can pay him is that working with Ronan never feels like work!"*

Dr Johnny Drain, Fermentation Expert & Food Designer



MPO

## New Product Development



### Delivering Unbiased Insight for Pioneering Product Innovation.

In the ever-evolving landscape of product development, securing an **impartial and independent perspective** is paramount for those seeking to lead the charge in innovation. As a seasoned professional dedicated to this pursuit, I offer a unique vantage point—one unencumbered by internal biases or preconceived notions.

My role extends beyond mere observation; it encompasses a comprehensive understanding of market trends, consumer preferences, and emerging industry dynamics. By distilling complex data and market intricacies, I provide the insightful clarity required for your team to not only envision but effectively execute pioneering innovations in your product lineup.

This impartial approach ensures that every facet of your product development process is scrutinised with objectivity, fostering an environment conducive to breakthroughs and novel ideas.

My commitment is to empower your team with the strategic foresight necessary to navigate the competitive landscape, identify gaps in the market, and introduce products that resonate authentically with your target audience.

In essence, by entrusting your product innovation strategy to an impartial guide, you gain a valuable partner committed to steering your brand toward the forefront of your industry.

This collaborative journey involves a synthesis of market intelligence, creative thinking, and a dedication to uncovering opportunities that will define the future trajectory of your product portfolio.





# *Client* Testimonials

*"Ronan has a rare quality that offers detailed subject knowledge & object professionalism, delivered with a charm and warmth that makes him a joy to work with"*

Adrian Lugg, former Marketing Director, Fourpure Brewery



## Tailored Brand Representation: A Comprehensive Approach

In the realm of brand representation, I offer a bespoke service designed to meet your unique needs.

Whether you are in search of a part-time ambassador or a skilled communicator for tastings and presentations, my comprehensive approach guarantees a tailored and effective brand representation. This commitment is rooted in flexibility, adaptability, and a client-centric ethos, ensuring that your brand is not only represented but truly elevated in the eyes of your audience.

# Hosting & Presenting



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### *Part-Time Ambassadorship*

This entails a strategic alignment with your brand ethos, allowing for seamless integration into events, promotions, and engagements that require a consistent and impactful brand presence.

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### *Flexibility and Adaptability*

Recognising the fluid nature of brand representation. Whether your needs require a part-time commitment or a specific skill set for on-camera engagements, my versatility allows for seamless integration into diverse brand initiatives. This adaptability ensures that I align with your evolving requirements and consistently deliver impactful representation.

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### *Articulate Brand Messaging*

Beyond mere representation, my proficiency extends to articulating your brand message with precision and eloquence. Through tastings or on-camera presentations, I bring your brand story to life, ensuring that it resonates authentically with your target audience. I am committed to delivering a compelling narrative that enhances brand recall and fosters a lasting connection with consumers.

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### *Collaborative and Client-Centric*

In every aspect of brand representation, collaboration is at the forefront. I prioritise understanding your brand identity, objectives, and target audience to tailor my approach accordingly. This client-centric focus ensures that my representation not only meets but exceeds your expectations, creating a partnership that is both productive and rewarding.



# Client Testimonials



*"Ronan has a way of connecting with guests in an authentic and passionate way. He also has a unique way of approaching flavour in the cocktails he created however Ronan shines as a team leader and educator - he is a dream to listen to as he happily imparts his knowledge to everyone"*

James Wheeler  
General Manager Dandelyan/Lyaness/SeedLibrary

# Previous Collaborations



TWO STACKS™  
IRISH WHISKEY



BELFAST  
WHISKEY  
WEEK





# Contact Details



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