

Thirst launches Online Training Academy

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Thirst Bar Services is thrilled to announce the launch of its Online Training Academy, which will enable up-and-coming bartenders to learn the essentials of bartending anytime and anywhere.

Since 2005, Thirst has offered bartending courses in Johannesburg, Cape Town, and Durban. Now online, Thirst is available anywhere in the world.

The online academy has been launched by Thirst co-founders Clyde Ackerman and Rael Laserow as well as Ryan Duvenage, a Durban-based bar owner, consultant and trainer with over two decades of experience.

“Creativity, innovation and constant learning are what Thirst is all about. Becoming a bartender is a passport to work anywhere in the world. Plus, it is one of the most successful recession-proof professions. At Thirst, we’re dedicated to creating meaningful careers for young people in the industry. Our online bar academy will equip young professionals with the skills and knowledge they need to propel their careers forward, wherever they are in the world,” comments Ackerman.

Laserow says the move to online education is a natural progression for Thirst following over 16 years in the mobile bar and events industry as well as having trained over 60,000 people in both South Africa and across the continent.

“The pandemic has made online learning a key component of teaching systems worldwide. We wanted to empower aspiring bartenders with the convenience and flexibility that comes with online training, enabling them to study and learn the techniques of bartending on their terms. Whether it’s during a lunch break, in the evenings, or over the weekend.”

Duvenage, who currently heads up training for Africa with the Diageo Bar Academy, says the standard of professionalism in the bar industry is higher than ever before.

“This means today’s bartenders cannot get behind a bar without knowing what they’re talking about. Our range of courses aims to bridge this gap, equipping individuals with invaluable skills and insights at a highly competitive price point.”

The first course that has been launched is a beginner’s course with more advanced content being launched soon.

“Each course has been designed by award-winning bartenders in order to equip participants with the professional skills required to get behind any bar. Plus, you’ll be able to access the course in your own time and at your own pace, from wherever you are in the world,” comments Duvenage.

Participants will learn a range of bartending skills, including the perfect serve, pouring techniques, and shaking and muddling. The courses also cover customer service, time management, and preparation of basic garnishes.

Upon completion, participants will be awarded a Thirst Academy Certificate of Completion. Ready to get started? [Click here](#) for more information.

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Thirst Bar Services

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Thirst has fostered a reputation for providing excellent service from a platform of market leading equipment. By continually offering new, unique and innovative locally and internationally inspired products, like the Thirst Bartenders Marker, and using mobile bar units that are state of the art.

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