

# WILDE

# TOAST

BAR CONSULTANCY

# THE NEW GENERATION OF BAR CONSULTANCY

Wilde Toast 2024

We are Wilde Toast

# GOOD TO MEET YOU

We exist to help hospitality operators do their bars right.

Our team are made up of bartenders and bar owners who use their specialist knowledge to deliver profitable bar projects. We work with restaurateurs, hoteliers, bar owners and hospitality entrepreneurs to help them avoid costly mistakes by delivering bar design, drinks development, sourcing, systems and training.

All projects considered from team training to full bar consultancy developments.



BAR CONSULTANCY

COUR

EQUAL PARTS GENUINE INDUSTRY  
EXPERIENCE MIXED WITH PURE  
LOVE OF THE GAME

STORY

# WE USE THE BEST IN THE BUSINESS

Wilde Toast are masterful  
project managers and creatives.

**But we are nothing without our network.  
We use the best talent in our industry and  
match it to bar consultancy projects that fit.**

**The worlds best mixologists, bar trainers and  
designers collaborate to deliver bars that stand  
the test of time. So dependent on your requirements  
we bring the right solution to the table.**



# BRANDS ARE BUILT IN BARS

The bedrock of any successful bar, be it in a hotel, restaurant or drinks led concept is knowing your market and delivering the drinks they want to consume.

Our team understand drinks trends. They know how to develop a drinks solution that works. We know how to design bars that minimise staff movement and are ergonomically efficient. Our trainers know how to connect with your bar teams to get the most out of them. Our project managers understand the challenges hospitality operators have.

We've been there and done that in the bar scene and we are here to make your venture a success with you.



BAR CONSULTANCY

THREE MASTER TEAMS OF  
CREATIVES, TRAINERS &  
OPERATIONAL EXPERTS...

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## CREATIVE

- Cocktail Development
- Wine List Development
- Full Beverage Development
- Hot Drinks Development
- In Room Drinks Development
- Menu + Storytelling Design

## BAR CONSULTANCY

## TRAINING

- Bespoke Training Manual Development
- New Concept Menu Training
- Service Standards Training
- Wine + Cocktail Tastings
- Refresher Training
- Opening Team Management



## OPERATIONAL

- Bar + Service Design
- Equipment Sourcing
- Supplier Sourcing
- Cellar Planning + Management
- Daily & Weekly Process Implementation



BAR CONSULTANCY

Loved by bars, restaurants and hospitality venues alike...

Proud to work with:

AYNHOE PARK  
ENGLAND



HOTELS

BOOM  
BATTLE BAR



THE  
FEATHERS  
HOTEL

PLAYBACK



ACCOR

forbidden  
florist



Red Bull

BAR CONSULTANCY

We work with like-minded agencies, consultants and studios to deliver great projects...

Industry friends:



FOOD CONSULTANTS



INTERIOR DESIGN & BUILD



# CAASSE

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# STUPIDIES

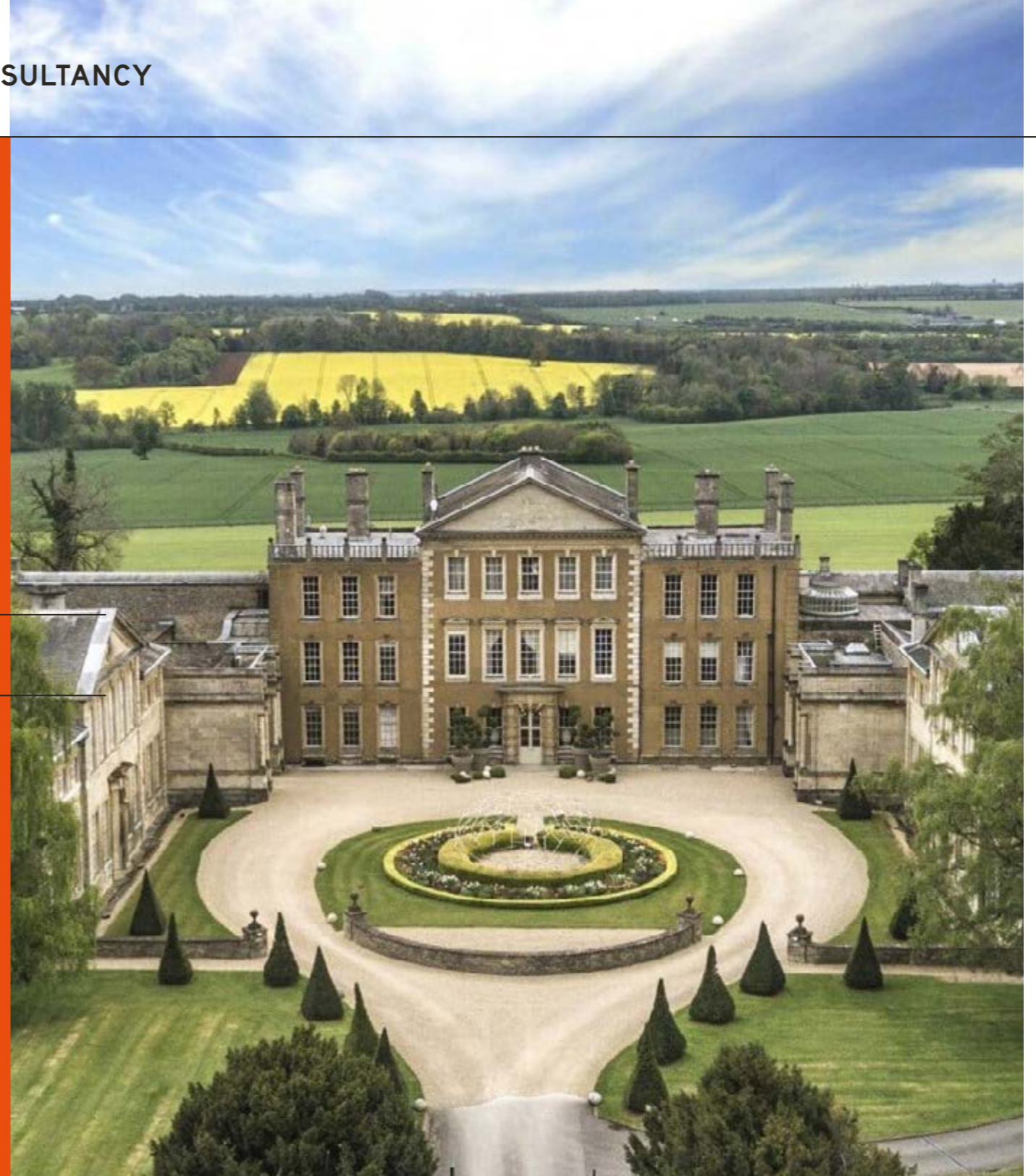
# BAR DEVELOPMENT PROJECT

200+ Annual Events

12+ Bar Team

4 Bars

We were bought in by the owners of A-List events venue Aynhoe Park to lead on the implementation of in-house bars for the 200+ events per year. The project involved bar development, back of house development, full drinks menu implementation, suppliers, processes and staff training. After the consultancy project finished, the venues went on to take in excess of seven figures a year over the bars and was renowned as one of the UK's premier luxury events venues.



# MENU DEVELOPMENT & TRAINING

New Menu

Training Sessions

Multiple Venues

Boom Battle Bars approached us after deciding to scale their portfolio of venues. They required cocktail menu development, a comprehensive training manual and training sessions for each venue to be delivered by our team. The Wilde Toast consultancy team immersed themselves in the games bar brand and the proposed locations for the roll-out as well as the brand's target demographics before developing the menu programme for the brand, organising tastings with the operations team, developing the manuals and delivering the training for the teams across 5 locations.

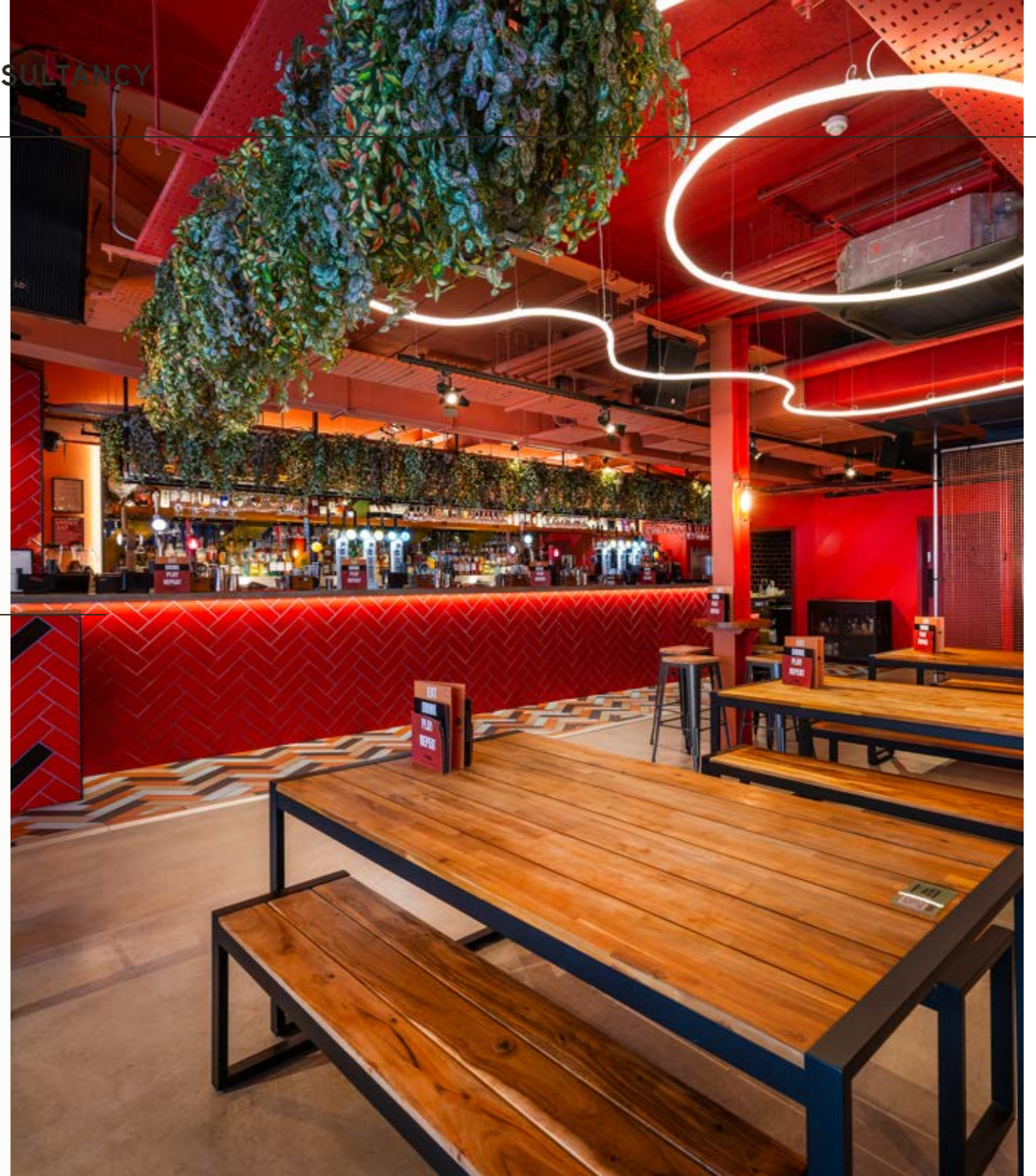


# MENU DEVELOPMENT & TRAINING

Cocktail Menu Development

Bar Team Training

Inverness games bar concept Playback briefed our team to develop a drinks menu for the venue. Our team developed 14 signature cocktails for the venue that were culturally aligned with the venue's demographic and location. We delivered tastings and trainings following the menu development.



# PROJECT MANAGEMENT & BAR DEVELOPMENT

5 Months

3 Consultancy Team

2 Bars

The Feathers is an iconic hotel which has recently undergone a multi-million pound renovation. Our client needed project management of a bar redesign, cocktail and wine programme, process implementation and a bar training programme. Over 5 months our consultancy team has overseen a complete renovation and overhaul of the hotel's bar areas. This included a relocation of the bar areas, ergonomic design of the cocktail bars, full drinks list development and tastings, speccking of equipment, glassware and equipment, cellar redesign, bar operational plan implementation, training manuals and venue opening training.

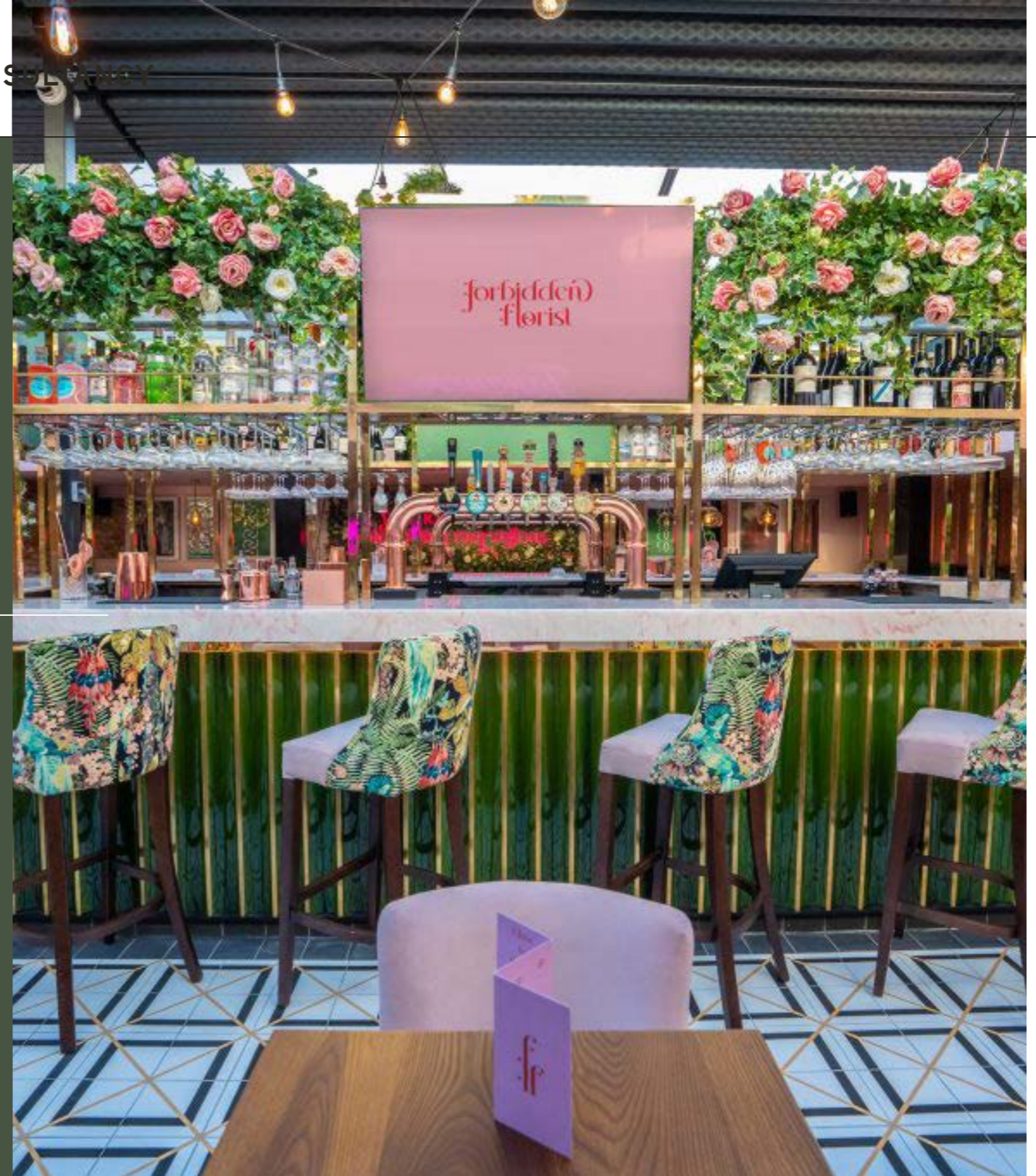


# MENU DEVELOPMENT & CONSULTANCY

20 Cocktails

1 Training Session

We were approached by consultants The Restaurant Guys to work on the bar programme for a new venue. Our team were tasked with developing a drinks menu, bar system manuals, team training and consulting on layouts and specs. The Wilde Toast consultancy team initially undertook a brand and geographical immersion to understand how to effectively develop the drinks menus. This then was followed by our usual process of R&D, tastings, costings and implementation. Bar team training and development of bespoke bar manuals completed the project.





# PRODUCT DEVELOPMENT

250 Flavours

4 Units

Our consultancy team worked with the prestigious W Hotels and Suntory to develop bespoke flavour essences to be used in cocktails for the hotel group. The process included sourcing all materials, manufacturing, essence development, label and communications design and production. Every detail was considered, down to hand-drawn Japanese symbols to depict seasonal flavour profiles, using colours easily discernible even in dimly lit bar settings as well as bespoke embossed House of Suntory and W Hotel logos with a gold foil.



# BOTTLED COCKTAIL DEVELOPMENT

Multiple Venues

Award-Winning

We have developed bottled and canned cocktails for various bars, hotels and brands. Working to a tried and tested process, we develop bespoke cocktails and consult on production and manufacture, dependant on the client brief. Developing RTD cocktails for venues can be challenging but our expert team has great experience in developing and manufacturing drinks that work. Our cocktail development has won several awards for clients including Great Taste and World Cocktail Award



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