

Thirst facilitates SA's biggest ever virtual mixology team building

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Thirst Bar Services has facilitated one of South Africa's biggest ever virtual mixology events.





The online event, which formed part of the 2021 Most Awards, which celebrates excellence in the media industry, was attended by 500 people. Thirst worked in partnership with Pernod Ricard on the event.

Each guest received a custom-crafted beverage kit containing all the equipment and ingredients needed to make the cocktails ahead of the event. And during the event, an expert Thirst mixologist led a dedicated live interactive masterclass where guests were shown how to shake up delicious cocktails.

Comments Clyde Ackerman, CEO of Thirst Bar Services, “The Most Awards was all about a celebration of meaningful connections. Thirst’s virtual mixology concept provided the ideal solution, giving guests an interactive, educational, and inspirational experience from the comfort of their homes.”



Organisers of the Most Awards were looking for an opportunity to engage their online audience of media professionals with an experience that was entertaining, while making allowances for the social-distancing imperatives of the Covid-19

lockdown. “The mixology session injected an element of fun to the remote Awards audience, and allowed a sense of celebration to be enjoyed.”

Ackerman says, the mixology masterclasses, which are also available for in-person events, are the ideal solution for brands looking to bring something different and more meaningful to their events.

“We believe in the power of building community. And at a time when brands are increasingly looking for unique ways to boost employee morale and engagement, our mixology classes offer an ideal hands-on immersive experience that brings people together.”





Ackerman says both the online and in-person experiences can be completely tailored to a specific brand and its core values. He adds that the classes are completely inclusive, meaning not a single person is left out from the experience.

“Catering for everyone is at the heart of what we do. Which is why our packages can be adapted to fit every budget. The good news? It doesn’t matter how big or small your event is. Moreover, the cocktail kits are fully customisable to take into account any dietary, health, or religious restrictions.

For more information on Thirst’s Virtual and In-person masterclasses, get in touch info@thirst.co.za.

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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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