

Trade Secrets Of The World's Best Bartenders

(NAPSA)—Precision, personality and panache. According to the team of finalists in the annual T.G.I. Friday's® World Bartender Championship, these are the secret ingredients professional mixologists pour on when mixing up the fun.

"Our bartenders have always defined the brand," said Richard Snead, president and CEO of Carlson Restaurants Worldwide, parent of T.G.I. Friday's. "They entertain guests with their great personalities and their ability to demonstrate accurate and precise mixology."

Close to 8,000 bartenders from 58 countries enter the competition each year. Eight finalists make the trip to Las Vegas to vie for the World's Greatest Bartender title. The team members recently shared the following secrets on how they entertain their guests with legendary service:

- Take the responsibility of serving alcohol seriously; serve up fun responsibly.
- Greet your guests with a smile and introduce yourself.
- Know your current events in order to engage your guests in conversation.
- Remember your guests' names and their drink of choice for their next visit.
- Mix your drinks with accuracy and precision; serve them with style.
- Show off your great personality; put on a show with flair.
- Entertain your guests and you'll have fun as well.

The must-see event represents Friday's heritage, knowledge, expertise and innovation in the beverage industry. The competition began back in the late '80s as a challenge between bartenders and has grown into a full representation of the Friday's brand, one of the most recognized brands in the world.



The world's greatest bartenders serve up fun in an enthusiastic yet responsible manner.

Originators of the now-famous, trendsetting, bottle-tossing "flair" style of bartending, Friday's bartenders are world renowned for their accuracy and precision, their larger-than-life personalities and their award-winning ability to entertain guests around the world.

"This is not just about flipping bottles," said defending U.S. champion Brian Zachau, 29, of Minneapolis. "The World Bartender Championship is a tradition based on innovation and flair."

It's also philanthropic. Through creative and targeted fundraising, the annual event raises over \$100,000 a year for various charities, including Make-A-Wish Foundation, Parents of Autistic Children and the Children's Miracle Network.

For more information on the annual competition, visit www.worldbtc.com.