


THE WOODS

COCKTAIL & SPIRITS WORKSHOPS

take an educated sip

www.thewoods.hk

The image shows the interior of a bar named 'The Woods'. The space is dimly lit with warm, ambient lighting. In the background, a bar counter is visible with various bottles and stools. The foreground and middle ground feature several round tables and chairs, some of which are occupied. The walls are decorated with intricate, illuminated patterns, and there are large windows or glass partitions on the right side. A black text box is overlaid on the lower half of the image, containing white text.

THE WOODS IS A PIONEER IN HONG KONG'S ARTISANAL COCKTAIL MOVEMENT. FOUNDED IN 2014, THE WOODS HAS GONE ON TO EARN MULTIPLE ACCLAIMS. ITS MISSION IS TO ELEVATE COCKTAILS INTO CULINARY EXPERIENCES, DICTATED BY SEASONALITY OF MARKET-FRESH INGREDIENTS AND UNIQUE THEMED & COLLABORATIVE MENUS, WITH AN EMPHASIS ON AND DEDICATION TO EDUCATING ABOUT THE PROVENANCE OF SPIRITS. WE ARE NOW A THE WORLDS FIRST NOMADIC BAR OFFERING OUR CONSULTING, EVENT, AND EDUCATION SERVICES AROUND THE WORLD.

OPTION 1: COCKTAIL WORKSHOP

RECOMMENDED # OF PARTICIPANTS: 8 - 16 PAX
PERFECT FOR CELEBRATIONS & GATHERINGS

- 1) Introduction and tastings of a range of 5 spirits
- 2) Introduction to cocktail-making techniques & demonstration of a classic shaken Margarita & stirred Negroni*
- 3) Get behind the bar and make your own cocktail!

** Cocktails can be tailored to suit themes & preferences –
subject to additional charge*

- Price starts at HK\$420 (+10% sc) per person



OPTION 2: COCKTAIL MASTERCHEF

RECOMMENDED # OF PARTICIPANTS: 16 - 60 PAX
PERFECT FOR TEAM BUILDING & NETWORKING

- 1) Introduction and tastings of a range of 5 spirits
- 2) Introduction to cocktail-making techniques & demonstration of a classic shaken Margarita & stirred Negroni*
- 3) Team pop-quiz of booze facts
- 4) Masterchef-style competition - teams must use the ingredients provided in the "Pantry" to make their own twists of the two demonstrated cocktails
- 5) The Woods representative will judge the cocktails based on teamwork, taste, presentation & creativity

- Price starts at HK\$480 (+10% sc) per person



OPTION 3: CURATED SPIRITS TASTING

RECOMMENDED # OF PARTICIPANTS: 4 – 12 PAX
PERFECT FOR LEARNING, ENTERTAINING CLIENTS,
VIP RELATIONS, SMALL GATHERINGS

- 1) Highly personalized spirits tastings hosted by Founder, Victoria Chow
- 2) In-depth introduction to spirits including but not limited to production, history, brands, and tasting notes
- 3) Access to collection of over 400 bottles, including many of which are not commercially available in Hong Kong
- 4) Categories and focuses can be determined by guests
- 5) 10% discount for bottle purchases of spirits on the day
- 6) Take-home materials including notes & recipe cards

Price starts at HK\$500 (+10% sc) per person



ADD-ONS:

1) Individual prizes

Reward the outstanding individuals!

- 1) Bangle Flask \$130
- 2) Bartending tool kit \$350
- 3) Flight of Spirits in rooml bottles \$300 up

2) Winning/Losing team prizes

Incentivize your teams for extra competitiveness!

- 1) Bottle of Champagne \$380 up
- 2) Round of The Woods' Signature Tom Yum Shooter \$360 for 6

3) Cocktails

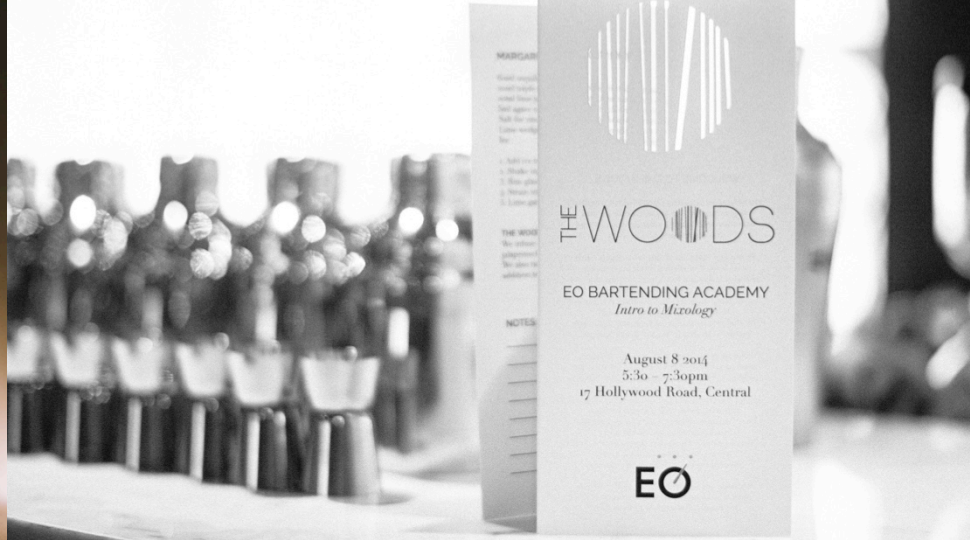
- 1) Welcome Cocktail (customizable) \$70 each up
- 2) 2-hour Open Bar \$398/person

4) Food

- 1) Canapés Package from \$130/person up

5) Take home collateral

- 1) Customized recipe booklet \$15/person



EXPERT INSTRUCTOR

VICTORIA CHOW

Victoria Chow is the founder of the cocktail bar and drinks lifestyle brand, The Woods.

She was recently named Forbes 30 Under 30 for her pioneering approach to drink concepts. Victoria and her team have been awarded for their top mixologists as well as for being “Most Creative Cocktail Bar”.

In 2016, Victoria developed KWOON by The Woods - a series of artisanal canned cocktails, to make high quality and consistent drinks anytime, anywhere.

Victoria comes from a background in event production, and frequently incorporates this in The Woods' catering arm, *Tailored by The Woods*, which specializes in consulting luxury brands on one-of-a-kind F&B experiences, as well as consumer activations for drink brands.

Victoria believes in "taking an educated sip." She strives to connect the dots between spirit producers and consumers by working with brands and distilleries to better understand consumer markets, leverage experiences, social media, and visual content. She also now focuses on writing syllabuses and hosting tasting/appreciation sessions in order to elevate the understanding of and appreciation for the spirits craft.

Instagram handle: [@torichow](#)

Featured articles: Click [here](#).



VENUE PARTNER

Our workshops can be held either at a your designated venue (be it office space, private function rooms etc.) or at our preferred venue partner, The Hive, in Sheung Wan

33-35 Hillier St, Sheung Wan

- 1) The Hive Green Room
 - Classes up to 16pax
 - \$400/hour, minimum 2 hours for workshops
- 2) The Hive Full Floor
 - Events/classes up to 80 seated, 150 standing
 - \$3000/hour, minimum 2 hours for workshops
- 3) Your Designated venue
 - No extra charge for venues on Hong Kong Island
 - \$500 supplementary fee for Kowloon venues
 - Access to a sink is preferred

**please note that 10% service charge is added to all bookings*



PAST WORKSHOP CLIENTS



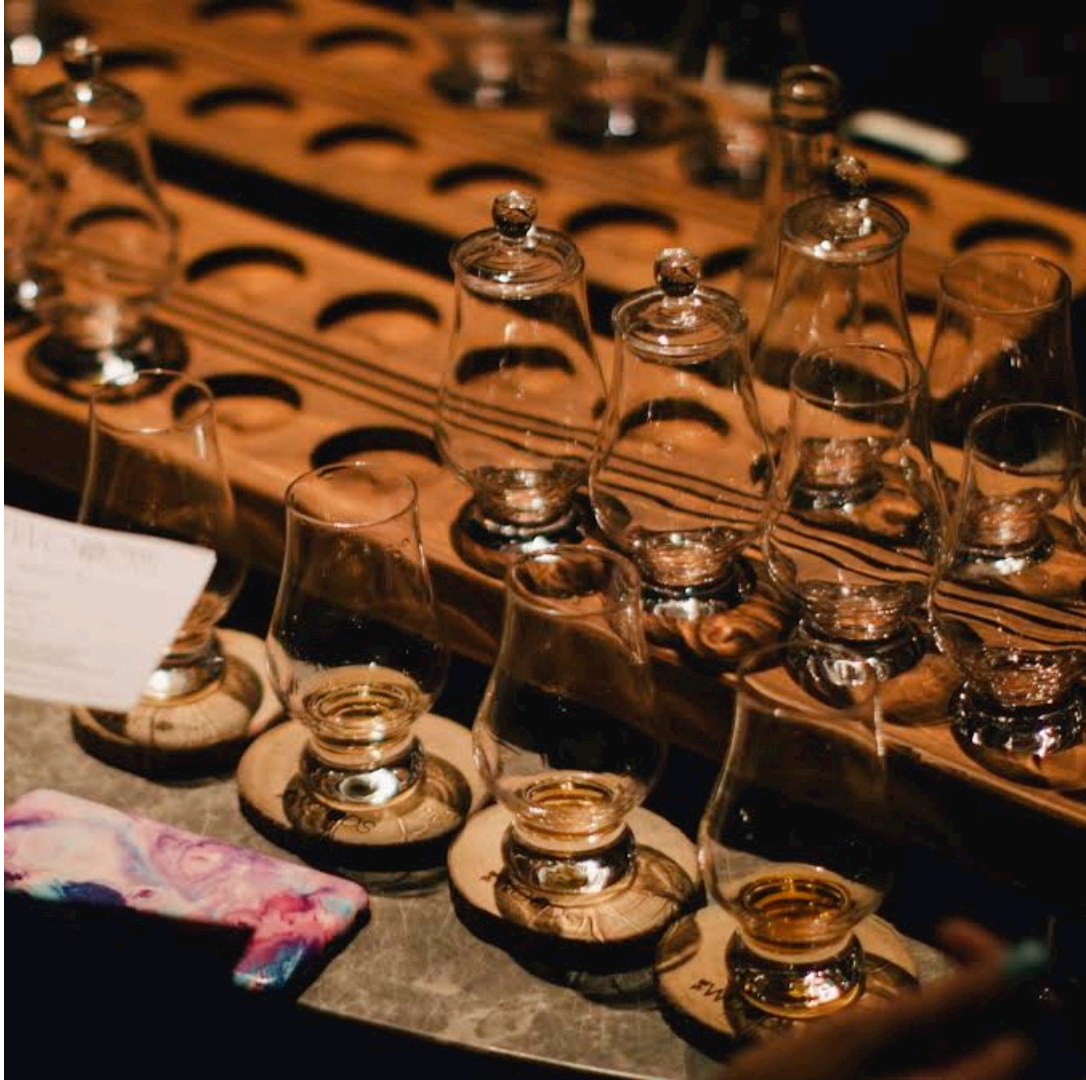
SWIRE

YPO  WPO

Lane Crawford

CREDIT SUISSE 

... and many more



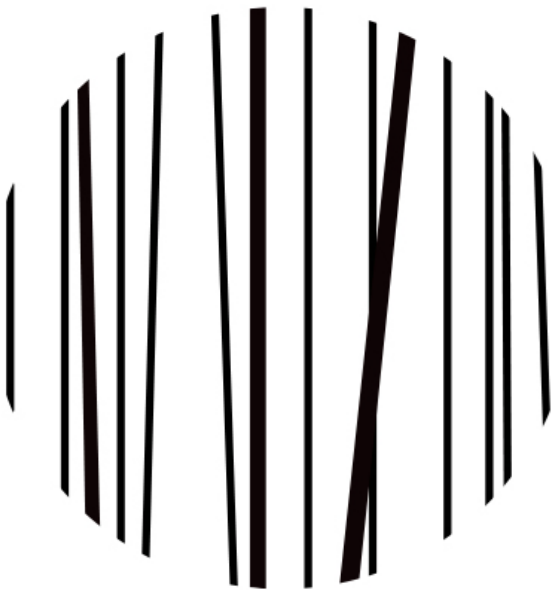
THE WOODS

"TAILORED by THE WOODS" EVENT SERVICES

take an educated sip

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For event design, conceptualization, canapé catering, and cocktail service/stations, please refer to our Events Portfolio or contact us at info@thewoods.hk



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