

Warszawa, 22nd of July 2010.

Press Release

Bar Symposium for the first time in Poland.

In September, the historic buildings of the Warsaw Connoisseur (Koneser) Wodka Factory will hold the first edition of Bar Symposium Warszawa. BSW is a unique event in Poland aimed at bartenders, hospitality managers and lovers of good spirits and cocktails. During the two-day meeting numerous lectures, workshops and panel discussions will be held with Polish bartending specialists, world-renowned experts and distinguished guests from abroad. The venue building will also host stalls of the biggest international and Polish brands of spirits, and leaders from the hospitality industry.

Stephan Berg founder and co-owner of The Bitter Truth bitters, without which no bar is complete, will present a lecture on **"An Insight into the mysterious world of Cocktail Bitters."** **Joerg Meyer**, founder of Le Lion, Hamburg, which won the prestigious title of Best New Bar in 2008 during the Tales of the Cocktail Spirited Awards. Joerg is the founder of the legendary group The Traveling Mixologist. In Warsaw he will tell us **"How we built and run Le Lion."**

Confirmed participants include **Stefan Gabanyi** of Schumann's Bar in Munich. Author of, "Schumann's Whiskey Lexicon." On the second day of BSW, Stefan will present his talk on **"Sophisticated Drinking."** **Stanislav Vadrna**, world renowned mixologist and speaker will present his talk on **"The Cult of the Guest - Amazement Revolution."**

At the BSW we could not miss **Helmut Adam**, editor of Mixology Magazine and organizer of Bar Convent Berlin. Mixology Magazine is published in Germany, Austria and Switzerland. Helmut along with other speakers will participate in a panel discussion **"The last decade in European bartending."**

In addition to these world renowned specialists BSW will also host a number of respected representatives of the Polish bar and science scene. On the first day on the main stage **Marcin Kasprzycki** from Locostacja will talk about **"Attributes of a modern bartender – how not to fall into a routine and be an artist in this profession."** **Radosław Wieczorek** will present **"Rum and Tiki Cocktails – culture and history."** We are also very honoured to have **Przemysław Bienkowski** M.D., Ph. D., who is one of the leading specialists in the field of taste and smell with his lecture, **"In the nose and on the tongue – what do we need a sense of smell and taste for?"**.

On the second day the main stage will host, **Piotr Mocek**, GM of Paparazzi, Warszawa with his talk on **"How to run a bar while building good relationships with sales reps, brand ambassadors and consultants?"**, and **Tomasz Falkowski**, an expert on whiskey and all things bourbon with his lecture **"American spirits and their history."**

BSW, in addition to education and promotion of professional bartending, also promotes the responsible consumption and sale of alcohol by cooperating with the Polish Spirits Industry. The Polish Spirits Industry (Polski Przemysł Spirytusowy) is a voluntary, self-governing, self-funded organisation. It's members are manufacturers of spirits and spirit products. It promotes the responsible consumption of alcohol.

Professional bartending is an art. Don't miss Bar Symposium.

Warsaw, Poland. 13-14 September 2010.

Centrum kultury w byłej fabryce wódek Koneser, ul. Zabkowska 27/31, Warsaw.

Register and find out more on: www.barsymposium.pl

The partners of BSW are: Polski Przemysł Spirytusowy, Barmagazyn.pl, Lounge Magazyn, Magazyn Trendy Art Of Living, Newsgastro.pl, Open-bar.pl, Papaja.pl, Magazyn Rynki Alkoholowe, Rynkehoreca.pl, Swiatbarmanow.pl.