



Got an idea for a bar? Share your vision and win 5000€!

European Bartender School has decided to **launch its first bar**. But it can't be just any bar...

We're looking for an **epic concept** and we want YOU to come up with it.

Think you've got a showstopping idea? Enter our **contest** and you could get your hands on **5000€**. The winner will then work alongside our group of experts to develop the bar and bring it to life!

Keep reading for some tips on submitting a winning concept...



The criteria

The bar concept you propose should:

- Reflect EBS' identity & link well with the schools
- Work all over the world
- Adapt easily to trends
- Be scalable & easy to maintain
- Serve high-level drinks
- Be interesting to visit any day of the week
- Offer quality (but not overly ambitious) food





What to submit

We need various details from you so we can get a full picture of your vision.

1. Description of the bar concept

Write a paragraph outlining the theme, environment, style of drinks, etc. Mention as many aspects as possible. Consider questions such as “what am I selling?”, “how will I sell it?”.

2. Vision & mission statements

It's important that you think for both the long and short term to ensure your bar concept is destined for success. You can separate these objectives with these two types of statements.

Vision: what the bar concept can ultimately become

Mission: how the bar concept can be developed to achieve the vision

3. Moodboard

Present your conceptual idea on a moodboard - a collection of images, videos, music (and anything else you can think of!) to display the desired atmosphere you want to create for the bar.

4) Inspiration

Share any other existing bar concepts that inspire you.



How to enter

Ready to explore your creative side and win 5000€?

Submit a detailed presentation of your bar concept in **PDF format** to barconcept@barschool.net before **15th September**.

Your ideas will be reviewed by a panel of bar experts and entrepreneurs and a winner will be selected.

Good luck!

