

SHAKEN & STIRRED: THE STORY OF FLAIR BARTENDING

EPK



Genre: **Documentary - Sports**

TRT: **1 hr. 42 min.**

Language: **English**

Resolution: **4k UHD**

Aspect Ratio: **16:9**

Country of Production: **USA**

Production Company: **1905 Films**

Status: **World Premiere March 25th 2025**

Review Screener: **Available upon request**

Contact Information: **Patrick@1905Films.com**

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Logline

Shaken & Stirred follows the lives of three flair bartenders at the top of their game as they set their sights on a big competition in Florida, intercut with interviews with legendary bartenders who discuss the sport's past, present, and future.

Synopsis

The underground world of competitive flair bartending has a long history...

The film follows three Las Vegas bartenders as they practice to compete in the 2022 Bartender's Shakedown in West Palm Beach, Florida. The winners will represent the U.S.A. at two top international bartender competitions.

Colby Ashton, a national flair champion, has to find time to practice for the competition in between working nights full time at a popular flair bar on the Las Vegas Strip.

Lorenzo Garcia, an upcoming name in the flair world, is driven by service in the bartending industry, and practices daily in his garage retrofitted as a flair practice room.

Lindsay Palumbo works days at the newest casino in downtown Vegas and teaches flair workshops for women bartenders. The complex rules of the competition plays upon her insecurities as a competitor but Lorenzo helps Lindsay stay focused by practicing with and encouraging her. Along with **Robyn Closson**, another female competitive flair bartender, they discuss the challenges women face in flair and in the bartending industry.

Intercut with these three leads preparing for the competition are interviews with legends in the flair bartending world. **John Bandy** describes teaching **Tom Cruise** and **Bryan Brown** to flair for **Cocktail**, the hit 1988 movie that became synonymous with Flair in the public imagination and inspired thousands of young men to become bartenders.

Other flair legends interviewed include brothers **Christian** and **Rodrigo Delpech** (Argentina), **Dario Doimo** (Italy), and **Tom Dyer** (United Kingdom), 40 World Titles between them. Along with interviews with bartender competition organizers and the beverage company sponsors, they describe Flair Bartending's history as both a profession and as a competitive sport. Top competitions like Legends of Bartending had tens of thousands of dollars in prize money and attracted thousands of spectators at live events. Flair became larger and more popular as the 2000's progressed.

But when the 2008 Recession hit, sponsorship money dried up and competitions stopped. Flair declined. Professionally, bartending was moving from flair to mixology which emphasized the quality of drinks over bartender showmanship. Flair was past its prime in the U.S. although it increased in popularity in Europe.

The 2022 Bartender Shakedown approaches in Florida. Colby, Lorenzo, and Lindsay fly from Las Vegas to West Palm Beach and prep for the contest. After a first night meet-and-greet, they compete in two days of bartending and flair skills against other competitors. At the competition, a hotshot bartender from Russia, **Ivan Usov**, shows off his dazzling flair skills and takes the lead. As the competition ends the competitors reflect on their performances. The bartenders reflect on the future of the sport, its explosive growth on social media, and its chance for revival.

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Cast Bios:



JOHN 'JB' BANDY

John 'JB' Bandy is a legend in the world of Flair Bartending. Tending bar at a Los Angeles **TGI Fridays** in the 1980's, John won first place in the **Bartending Olympics**. A popular VHS tape of that performance, followed by a bestselling flair instruction videotape, **Olympic Bartending**, caught the eyes of Hollywood. **Disney Studios** hired John to teach **Tom Cruise** how to flair for their 1988 hit movie, **Cocktail**. He spent the next decade consulting for feature films and representing beverage companies as a brand ambassador. His flair seminars in over 30 countries and instruction videos spread flair around the world. John inspired many young men to become flair bartenders and his lasting influence is still felt in the bar industry.

TOM DYER

Tom Dyer was born in the United Kingdom, starting in the hospitality industry as a bar back at **TGI Friday's** in London. After discovering competitive flair bartending, Tom competed in over 80 international flair bartending competitions around the world, winning 12 UK Championship titles and 2 World Championship titles including the famous **Roadhouse** competition in London. Tom currently owns several bartending schools, keeps a strong social media presence, and directs and teaches at his popular **Flair Camp** school in Albufeira, Portugal.



125k Followers | @tomdyerbartender



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Cast Bios:



CHRISTIAN DELPECH

Christian Delpech was born in Buenos Aires, Argentina. A living legend in the bartending industry he started competing in flair bartending in 1999, winning 19 World Titles and over 70 International Titles in 10 years of competing, including 4x Champion of the legendary **Legends of Bartending** in Las Vegas. Christian worked at the top flair bars in Las Vegas before moving to Miami in 2015, working in top nightclubs and bars such as **Sweet Liberty** and **Sexy Fish**.

136k Followers | @christiandelpechofficial



RODRIGO DELPECH

Rodrigo Delpech was born in Buenos Aires, Argentina, the younger brother of legendary flair bartender, **Christian Delpech**. Following in his brother's footsteps, Rodrigo became a flair legend himself, competing in over 125 international competitions and winning 17 World Championship titles, including 4x winner of **Legends of Bartending** in Las Vegas. Rodrigo has worked in top bars and nightclubs in Las Vegas and Miami and is known for his strong opinions about flair competitions and judging standards.

77k Followers | @rodrigodelpech



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COLBY ASHTON

Colby Ashton was born in New Holland, Pennsylvania, outside Philadelphia, where he started his career as a bartender. Although coming in second-to-last in his first flair competition, Colby was hooked on flair and became a 2x USA National Champion, 2x **Roadhouse** Grand Finalist, **FBA** (Flair Bartender Association) and **BTW** Pro Tour Champion, among many other titles in competitions in over 25 countries. A professional flair bartender on the Las Vegas Strip, Colby guest bartends in venues around North America and is a “go to” guy for flair in Las Vegas, most recently seen training “Stone Cold” Steve Austin in **USA Network’s Stone Cold Takes on America**.

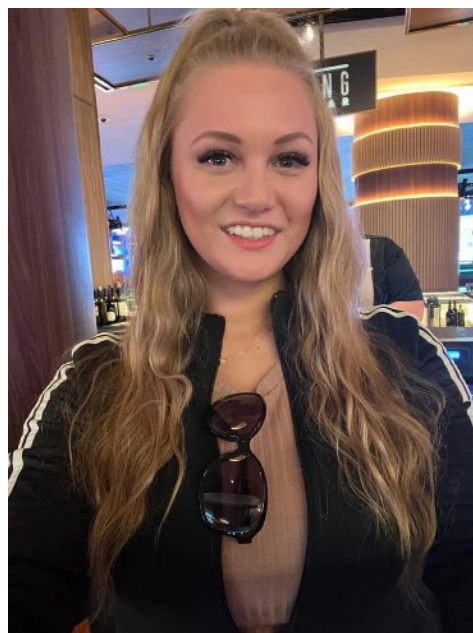
7k Followers | @thecolbyashton



LINDSAY PALUMBO

Originally from Cleveland, **Lindsay Palumbo** started bartending in Ohio before a “girlfriend’s trip” to Las Vegas exposed her to flair bartending. Wanting to pursue flair, Lindsay moved to Las Vegas where she works behind the bar at **Circa**, the hottest, newest casino in Downtown Las Vegas. She travels around the United States and Mexico for flair competitions. She is a strong advocate for women in the bartending profession and teaches flair workshops for women.

11k Followers | @lindsays440



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Cast Bios:



LORENZO GARCIA

From South Texas, **Lorenzo Garcia** had a choice between theater or bartending after college and chose bartending since it earned him more money. Moving to Las Vegas, Lorenzo started making his name in competitive flair and mixology competitions. He is a strong advocate for bridging flair and mixology with an emphasis on customer service in the bartending industry. After working at **Fuel Bar** on the Las Vegas Strip and **Herbs & Rye**, named one of the **Top 50 Bars in North America**, Lorenzo has returned to Texas and still competes in bartending competitions, including representing Team USA at the **2023 International Bartenders Association Pan American Games** in the Dominican Republic.

1k Followers | @lorenzogarcia



DARIO DOIMO

Dario Doimo was born in Leonberg, Germany, where his family ran an ice cream shop in the summer. The rest of the year he lived in his family village in Italy. Learning flair from his bartender older brother, Dario competed in his first major competition, **The European Cup of Flair Bartending**, followed by the **Triple Challenge** in Florida. Hooked on flair, Dario moved to the United States and became 2x winner of **Legends of Bartending** in Las Vegas. After working at the prestigious flair bar **Kahunaville** in Las Vegas, Dario continued bartending in top bars and was honored as **Italicus** “Bar Artist of the Year 2019.” Dario is now a Brand Ambassador for **Patrón**.

9k Followers | @dariadoimo



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Director's Statement:



DEBORAH RICHARDS -

**WRITER, DIRECTOR, CO-PRODUCER, CINEMATOGRAPHER,
EDITOR, CAMERA, VFX, DRONE & COLORIST**

Shaken & Stirred - The Story of Flair Bartending, represents so much more than 27 months of my life as a filmmaker...

Long ago in the before never never time, I was a flair bartender flying around the world and competing during the pinnacle of the sport's heyday. It's what ultimately brought me from the English countryside to my now home of 25 years, Las Vegas, Nevada.

When two old pals of mine, legends in the world of bartending, **Rob Husted & Dean Serneels**, (bartending legends in their own right) invited me to talk about my former life as a bartender on their podcast, they were naturally curious about my current life as a filmmaker.

As the three of us reminisced about the past on air, we realized that if anyone was to make a documentary about our shared history and love of flair bartending then it should be us! WE WERE THERE! We each helped shape the world of flair bartending in our own unique way! With Rob and Dean's deep bartending heritage and my filmmaking gusto I knew we had something.

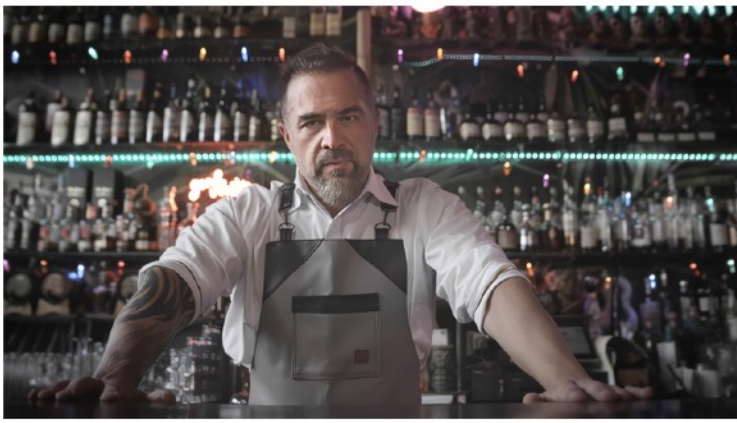
I reached out to my business partner, producer **Patrick Wirtz**, over a lovely curry and pitched him the idea of a documentary about the world of competitive flair bartending. He loved it and after introducing him to Dean and Rob our fellowship was complete....

27 months later here I am writing this with a second feature film under my belt.

From day one I told the team...

"I don't want to shine a bad light on flair bartending. I don't want to shine a good light on flair bartending. I just want to shine a light on flair bartending and let others who were there tell their story in their own words."

I am very proud to have stuck to my gumption on that and am extremely proud of the film we made, the **FIRST** feature documentary about the world of flair bartending.



**Christian Delpech, Argentina,
19x World Flair Champion**



**Colby Ashton, U.S.A.,
U.S.A. Flair Title Holder**



**Lindsay Palumbo, U.S.A.,
Flair Bartender at Circa Resort, Las Vegas**



**Dario Doimo, Italy,
2x World Flair Champion**



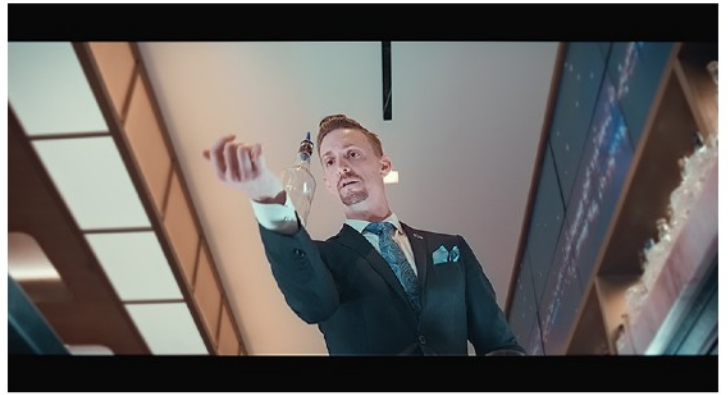
**2022 Bartender Shakedown,
West Palm Beach, Florida**



**Rob Husted, U.S.A.,
One World Flair Title**



"FLAIR FEARLESS" Rodrigo Delpech, Argentina, 17x World Flair Titles, interviewed with his brother, Christian, 19x World Flair Champion



Dario Doimo, Italy, 2x World Flair Champion



Colby Ashton, U.S.A., Flair Bartender at FuelBar, Las Vegas



Tom Dyer, United Kingdom, 2x World Flair Champion



Colby Ashton, U.S.A., hugs Ivan Usov, Russia, Winner of the 2022 Bartender Shakedown in West Palm Beach, Florida



Lindsay Palumbo, U.S.A., Las Vegas Flair Bartender and instructor

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Producer Bios:



PATRICK WIRTZ | PRODUCER

Emmy-nominated producer, **Patrick Wirtz**, is a co-owner of **1905 Films**. **No Greater Odds**, his feature documentary, screened at the Library of Congress in Washington D.C. to raise support for community colleges. He produced **1905 Films'** award-winning shorts and their first feature, **Move Me No Mountain**. He is currently developing their next feature, the horror-thriller, **Scissor Mouth**.



ROB HUSTED | Co - PRODUCER

Rob Husted has over 35 years behind the bar and in flair competitions, winning one World Title and placing in top competitions such as **Quest** and **Legends of Bartending**. Founding president of the **United States Bartenders' Guild National Flair Committee** and the Guild's Palm Beach Chapter, Rob has many television appearances promoting flair and mixology including **Food Network**, **A&E**, and the **Travel Channel**. His company, **BarWars**, and his social media platform, **Cocktail Network Live** (co-created with Dean Serneels), are dedicated to promoting high standards in the hospitality industry.



DEAN SERNEELS | Co - PRODUCER

As creator of the innovative bar product company, **Flairco**, **Dean Serneels** invented the original **Flairco Flair Bottle** and the **Flairco Portable Bar**. Besides competing in and hosting more than 100 bartender competitions, Dean has many television appearances, such as host of **Food Network Challenge: Bartender Battle**. Dean currently works with **Master of Mixes** as director of beverage applications to promote innovation in cocktail creation and presentation.

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1905 FILMS is a boutique production house based in Las Vegas, Nevada, fiercely independent, and passionately focused on unique stories from the edge.

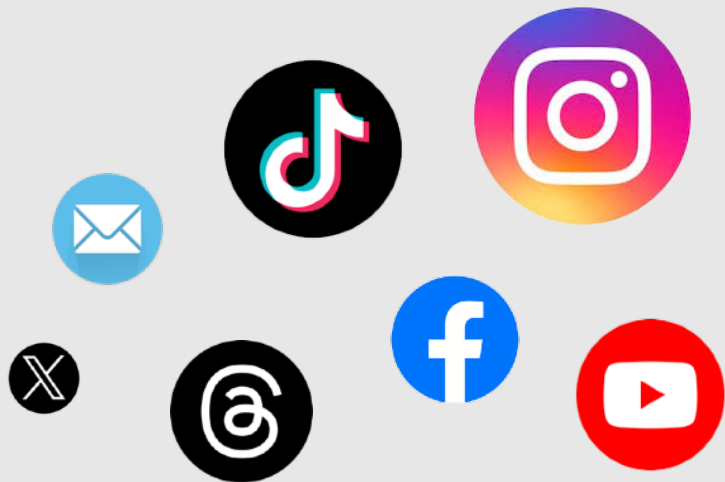
Their first feature, **MOVE ME NO MOUNTAIN**, was released in 2022 and is currently available on Amazon Prime and Tubi.

SHAKEN AND STIRRED: THE STORY OF FLAIR BARTENDING is their second feature. They are currently in development of their third feature, the horror thriller, **SCISSOR MOUTH**.

OUR SOCIAL MEDIA REACH

These stats represent our grassroots bartending community of followers and super-fans across multiple platforms.

Twitter	2,346
Emails	6,014
Facebook	161,854
Youtube	191,239
Threads	192,561
Instagram	1,638,341
TikTok	1,451,699
Total:	3,644,054



THE HOSPITALITY COMMUNITY

Bartenders USA <i>US Bureau of Labor Statistics</i>	711,140
Bartender/Servers USA <i>Zippia</i>	1,674,738
Hospitality Workers USA <i>US Bureau of Labor Statistics</i>	16,820,000
Hospitality Workers Global <i>EHL Insights</i>	330,000,000



THE HOSPITALITY INDUSTRY

Bars & Clubs USA <i>Statistica</i>	67,000
Sector Market Size <i>Statistica</i>	\$35.3 billion
Alcohol Sales USA <i>Statistica</i>	\$259.8 billion
Global Hospitality Market <i>Statistica</i>	\$4.7 trillion

Review Screener: **Available upon request**
Contact Information: **Patrick@1905Films.com**