

Bartender Hero



Bartender Hero
Campari
European Union
2019 > Ongoing
#AwarenessRaising #On-trade



Objective

To promote responsible serving practices among the bartender community.

- To educate them regarding the properties and effects of alcohol.
- To empower them to guide consumers towards responsible consumption.
- To foster the culture of responsibility.

Description

Launched as a pilot in Italy in 2019, the initiative was developed throughout 2020 and launched globally in 2022 in partnership with the International Bartender Association (IBA). The global launch of Bartender Hero is one of the commitments formalised in 2020 through the Global Strategy on Responsible Drinking, embedded in Campari's Sustainability Roadmap.

Bartender Hero stems from the conviction that bartenders play a crucial role in educating the consumer to prioritise the quality of a drink over the quantity consumed. Bartender Hero aims to make bartenders more aware of how to serve alcoholic drinks responsibly by engaging and familiarising them with responsible serving practices and educating them regarding the properties and effects of alcohol. This empowers them to guide consumers towards responsible consumption. Bartender Hero is a free online course accessible through the dedicated website and is open to all adults who want to learn more about responsible serving. It is split into two parts: A 4-question public quiz and a 22-question information session that requires registration.

The public quiz is a fun way to highlight different bartending styles and their professional strengths and weaknesses. It asks users:

- What they would do if they arrived early to work.
- How long it would take them to make a cocktail on a busy night.
- How important choosing the right glass for the drink is.
- Whether they would chat to a customer during rush hour.

Once the user finds out their bartending style, they are invited to register to gain new superpowers and become a Bartender Hero. Questions cover topics such as:

- Alcoholic drinks and how to serve them.
- Managing venues licensed to sell alcoholic drinks.
- Industry laws and regulations.

After each question, a pop-up with more information on the correct answer is given. This gives users the opportunity to learn more and work on their weaknesses. Once completed, the user receives a digital certificate of completion and The 10 Golden Rules for the Responsible Service

In 2019, users could also enter a prize draw to win either: a masterclass at the Campari Academy to spend an evening with bar manager Tommaso Cecca at the Camparino in the Galleria in Milan or a trip to London to discover some of the most famous cocktail bars. In 2020, due to COVID-19 restrictions winners could not travel to Milan or London. Prizes were replaced with a personal online masterclass held by a Campari Academy bartender or kits with POS (Point of Sale) bartender materials.

Partners

International Bartender Association (IBA)

Results

The partnership with IBA was reinforced in 2023 with Campari Academy as the main sponsor of their World Championship in Rome.

Through the IBA partnership, Bartender Hero reached an international network of over 50,000 bartenders.

During the first-year pilot, nearly 2,000 users participated.

The actual impact broader as each bartender, after being trained, can transmit the learned principles on responsibility directly to consumers in their day-to-day activities.

Website

<https://www.bartenderhero.info/>

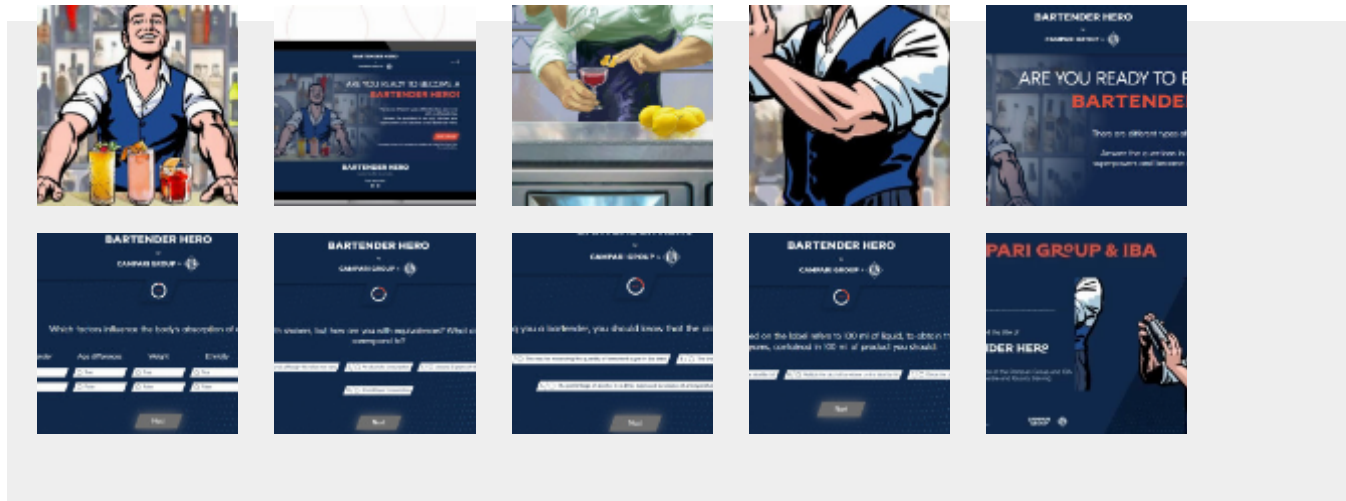
Downloads

Videos

About video 2

About video 1

Photo gallery



Documents

2022 press release (pdf - 0.19 Mo)

10 golden rules for quality and responsible serving (pdf - 0.16 Mo)