

EXPERIENCE OVERVIEW

DAIQUIRI
ACADEMY

ABOUT AMARGURA CULTURA

Amargura Cultura is an atelier of experiences in multiple formats, such as theater, literature, film, photography, music, gastronomy, cocktails, cultural heritage, nostalgia marketing, art or history, among others. We use the power of all these narratives to create tailor-made, unique and memorable events that connect directly with our clients and the territory.

Our life is full of stories: tales, legends or memories are ways of communication that accompany us every day and at all times, but also represent useful tools to inspire and engage us, either personally or professionally.

Amargura Cultura customizes these narrative skills to each corporate event, essential milestone or special celebration, and with them creates a unique and memorable experience for all participants, which favors and consolidates the essence, the culture and the future of your company, city, product or organization.



INSPIRING THROUGH UNIQUE STORIES



The thread of history helps us to understand the challenges faced by its protagonists in the past, with their triumphs and failures. These details are essential to know the future of companies, brands, cities or tourist destinations, and thus be able to highlight the special uniqueness of each one of them.

"Daiquiri Academy" is a singular Team Building activity or Interactive Experience around the history of the famous Daiquiri cocktail, popularized by the renowned Lloret de Mar bartender Constante Ribalaigua in Havana, which highlights the close relationship between Lloret de Mar and America.

This workshop has been designed by our team of professionals, with more than twenty years of experience organizing all kinds of events. Participants will be part of the process of making the Daiquiri cocktail at all times.

EXPERIENCE DEVELOPMENT

Divided into teams, the participants will compete to become the successors of the most influential mixologist of the 20th century, Ernest Hemingway's friend and owner of the famous bar "El Floridita", "Constante", as it was called in Cuba. To achieve this, participants will have to elaborate a new version of the Daiquiri cocktail with the products and ingredients that "Daiquiri Academy" will provide them.

"Daiquiri Academy" is a collaborative project where creativity and talent will be key for each group to overcome the challenges and tasks proposed, and try to emulate one of the icons of world mixology who was born in Lloret de Mar.

This experience is much more than a cocktail workshop, it is a journey through time that will allow participants to enjoy a pleasant and relaxed time, a genuine story of overcoming and innovation, which aims to achieve perfect cohesion and trust among all participants.



DETAILS

"DAIQUIRI ACADEMY"



- Indoor Groups: Minimum 10 pax, Maximum 25 pax
- Outdoor Groups: Minimum 10 pax, Maximum 50 pax
- Venues: Restaurant Àtics/La Carpa (This activity can be adapted to any other venue or establishment, if requested by the client).
- Time: 1.30 hours.
- No special knowledge required.
- Participants will taste the Daiquiri No. 4. The cocktail of Lloret de Mar.
- Participants will obtain a diploma from the "Daiquiri Academy".
- Languages: (Spanish, Catalan, English).
- Skills: Teamwork, Collaboration, Communication, Creativity, Coordination, Integration, Time management.

To find out more about us and our partners

www.amarguracultura.com

www.aticsrestaurant.com



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