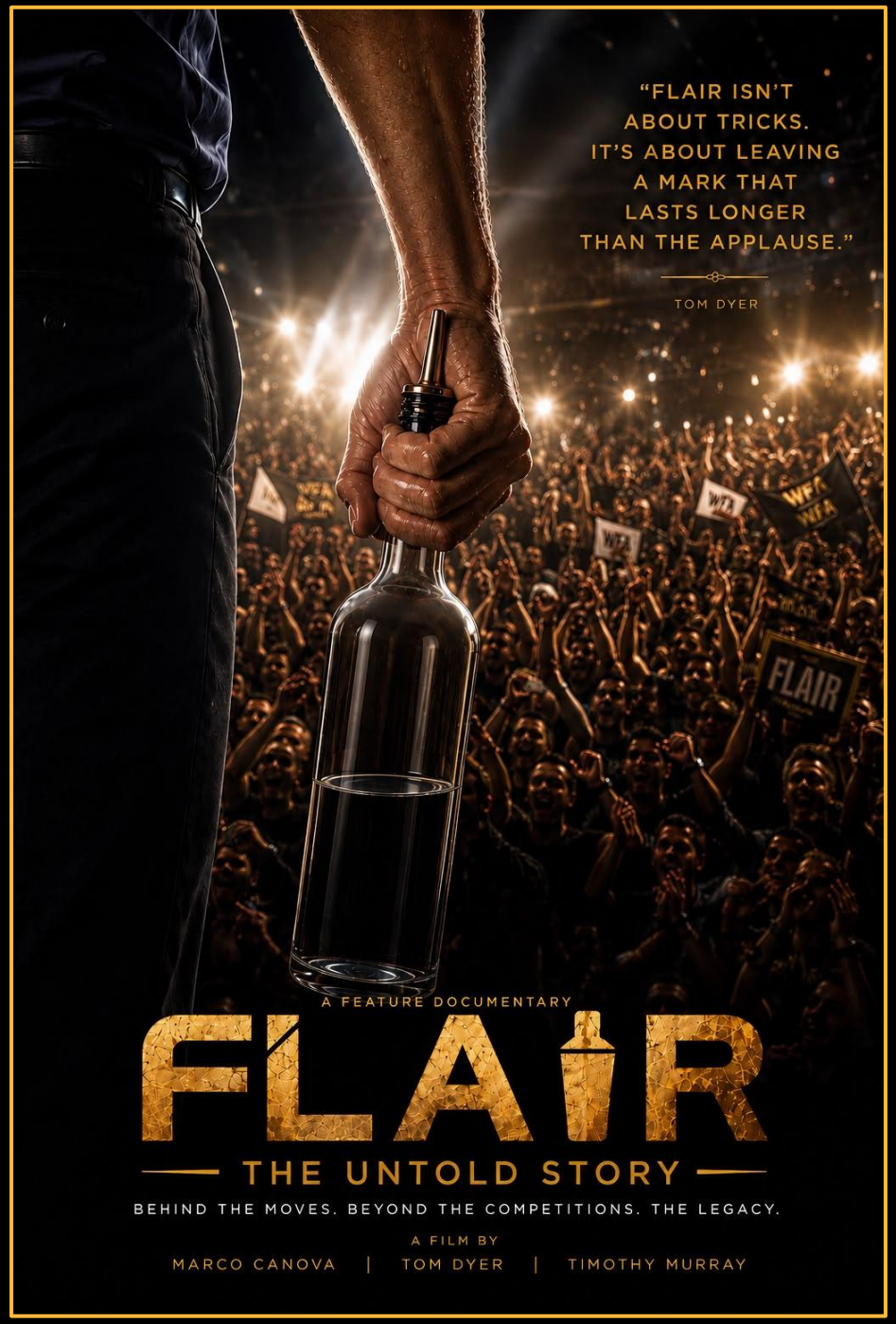

"FLAIR ISN'T
ABOUT TRICKS.
IT'S ABOUT LEAVING
A MARK THAT
LASTS LONGER
THAN THE APPLAUSE."
TOM DYER
FLAIR
A FEATURE DOCUMENTARY
FLAIR
THE UNTOLD STORY
BEHIND THE MOVES. BEYOND THE COMPETITIONS. THE LEGACY.
A FILM BY
MARCO CANOVA | TOM DYER | TIMOTHY MURRAY

INSPIRED BY THE TOP-SELLING BOOK

FLAIR BARTENDING

SOLD IN OVER 40 COUNTRIES

Around the World!



- AUSTRALIA
- AUSTRIA
- BELGIUM
- BULGARIA
- CAMBODIA
- CANADA
- CHINA
- CYPRUS
- CZECH REPUBLIC
- FINLAND
- FRANCE
- GERMANY
- GREECE
- HONG KONG
- HUNGARY
- ITALY
- JAPAN
- KAZAKHSTAN
- MACAO
- MALTA
- MEXICO
- NETHERLANDS
- NORWAY
- PERU
- POLAND
- PORTUGAL
- ROMANIA
- RUSSIA
- SAUDI ARABIA
- SLOVAKIA
- SOUTH AFRICA
- SOUTH KOREA
- SPAIN
- SWEDEN
- SWITZERLAND
- TAIWAN
- UNITED ARAB EMIRATES
- UNITED KINGDOM
- UNITED STATES
- URUGUAY

MORE THAN A BOOK.

A GLOBAL MOVEMENT, A LEGACY IN THE MAKING.

PREMISE

A film about mastery, obsession and the extraordinary human stories behind the world's most spectacular bartending discipline

Over four decades, flair bartending captivated millions, transformed unknown bartenders into global icons, and built one of the world's most extraordinary underground communities – until it nearly vanished. This is the untold story of the pioneers who created it, the rivalries that defined it, and the new generation determined to keep Their legacy alive.

This documentary will look at its evolution from the Saloons of 1800's New York, to the creation of a global competitive circuit in the 1980's, interwoven with the personal stories and rivalries of five modern day Olympians of their craft. Rock Star's to their fans, we will follow them as they prepare for a one off, big money, World Competition to find the best of the best, in their search for the perfect pour.











UNIVERSAL THEMES / PERSONAL STORIES

- Humanity's instinct to gather and socialise
- Why do we try to become extraordinarily good at something nobody's truly needs?
- What happens when a craft becomes an obsession?
- How much will you sacrifice to be best in the best?
- Is perfection ever a possibility?
- What is left when nobody else cheers to achievement?

INTERVIEWEES WILL INCLUDE:
alcohol historians, social historians, pub historians, anthropologists, master bartenders, flair pioneers, competition judges — and who knows… maybe even Tom Cruise!

"The bar became a stage, and the person behind it became a performer."

100.000 USD
Flair Bartending Competition!

THE BEGINNING OF FLAIR.

1600s — THE INSTINCT TO PERFORM

JAN STEEN — THE FIRST VISUAL CLUE

Long before bottles were being thrown across nightclubs, bartenders and tavern keepers were already turning the act of serving a drink into theatre.

Seventeenth-century Dutch painter Jan Steen repeatedly captured chaotic tavern life. One of the images associated with the early history of flair shows a dramatic long pour from a pitcher into a glass — a simple gesture, but unmistakably performed to be watched. Steen himself had experience as an innkeeper.

"NOT A 'FLAIR BARTENDER' — BUT PERHAPS ONE OF THE EARLIEST SURVIVING VISUAL RECORDS OF BARTENDING AS PERFORMANCE."

Rather than claiming flair begins with Dutch painters, these works suggest something more subtle but important: theatrical drink service existed centuries before modern flair.

JERRY THOMAS — THE MOVEMENT

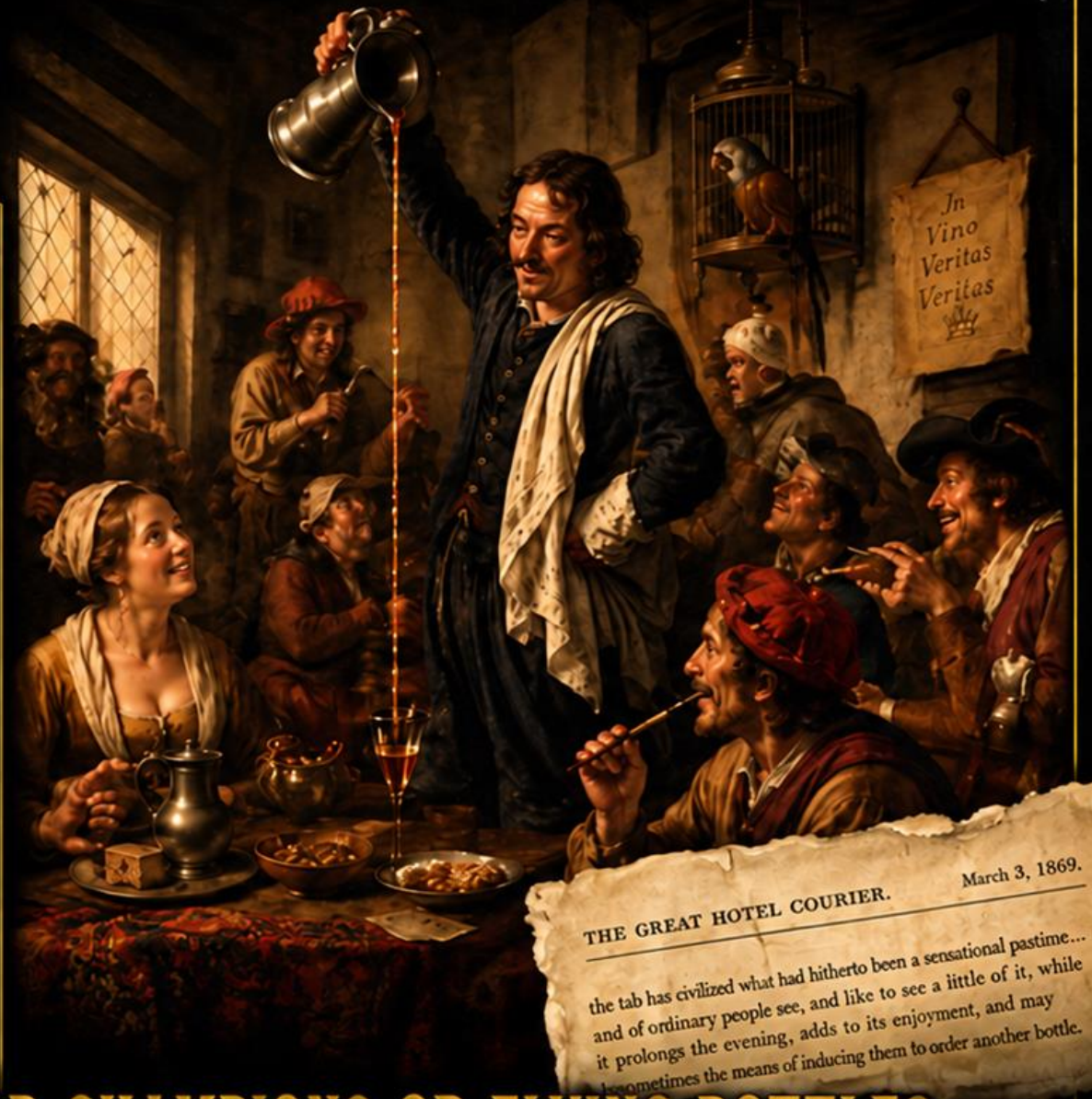


1860s — NEW YORK

In the 1860s, American bartender Jerry Thomas already wove genuine showmanship into service and helped shape it into a recognizable form. The *Bartender's Guide* (1862) laid the foundation.

He popularized the idea that a bartender should be more than a provider of drinks — he was a host, showman and entertainer. His bar, the Planters' House in New York, reportedly drew 8,000 visitors a year.

HE MADE PEOPLE WATCH THE BARTENDER.–



BEFORE THERE WERE COMPETITIONS, WORLD CHAMPIONS OR FLYING BOTTLES — THERE WAS ALREADY A SHOW BEHIND THE BAR.

FROM SHOWMANSHIP TO GLOBAL PHENOMENON

TWO MOMENTS THAT CHANGED BARTENDING FOREVER.

TGI FRIDAY'S

THE MODERN MOVEMENT BEGINS.

EARLY 1980s — USA

In the early 1980s, a new generation of bartenders began adding moves, energy and personality to every shift.

At TGI Friday's, these individual tricks evolved into something bigger.

Bartenders like John Mescall, J.B. Bandy and "Magic" Mike Werner pushed the limits of entertainment behind the bar.



WHAT WAS ONCE SHOWMANSHIP BECAME A MOVEMENT.

★ ★ ★ THE VOICES OF THE MOVEMENT: ★ ★ ★

JOHN MESCALL	J.B. BANDY	"MAGIC" MIKE WERNER
PIONEER. PERFORMER. INNOVATOR.	TEACHER. CHOREOGRAPHER. LEADER.	ENTERTAINER. VISIONARY. TRAILBLAZER.

COCKTAIL

THE WORLD SEES FLAIR.

1988 — WORLDWIDE

Flair didn't begin with Hollywood.

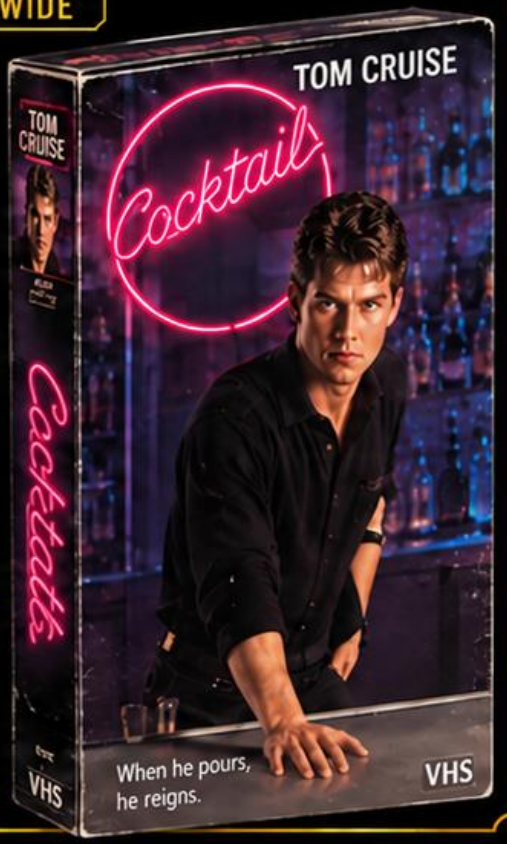
But it was the movie Cocktail that put it on the big screen — and millions of people around the world saw bartending like never before.

Behind those iconic scenes was a real flair bartender:

JOHN "J.B." BANDY

He trained the actors and choreographed the bartending sequences that inspired a generation.

FLAIR DIDN'T BEGIN WITH COCKTAIL BUT COCKTAIL GAVE FLAIR TO THE WORLD.



TWO ERAS. TWO CATALYSTS. ONE EVOLUTION THAT TURNED BARTENDING INTO THEATRICAL ART.

FROM BAR TRICK TO GLOBAL SPORT

THE 1990s–2000s — THE ERA THAT BUILT MODERN FLAIR

1990s – THE SPORT TAKES SHAPE

ORLANDO • LONDON • LAS VEGAS

During the 1990s, flair moved beyond individual bar tricks and became an international competitive discipline.

Orlando created a proving ground, London's Roadhouse became a European epicentre, and Las Vegas gave the sport a spectacular stage. Bartenders began travelling the world to compete.

FBA — Flair Bartenders' Association

1997

The FBA helped give the sport structure, standards and a global identity.



THE GOLDEN ERA

LATE 1990s–2000s

A generation of competitors pushed difficulty, originality and showmanship further than ever before.

New moves, new rivalries and new styles spread from the United States to Europe, South America and Asia.

Flair had become a global underground culture.

KEN HALL • ALAN MAYS • CHRISTIAN DELPECH
NICOLAS SAINT-JEAN • RODRIGO DELPECH
DARIO DOIMO • TOMEK MALEK • TOM DYER
MARCO CANOVA



AND TODAY...

The spirit of competition continues to grow. In 2008, the World Flair Association was created to unite, support and elevate the global community.

WFA
WORLD FLAIR ASSOCIATION

2008 → TODAY

20,000+ ACTIVE MEMBERS • 95 COUNTRIES

A global platform for competition, education, ranking and progression.



WHAT BEGAN BEHIND A BAR BECAME A WORLDWIDE SPORT — AND A GENERATION BUILT THE CULTURE THAT STILL DEFINES FLAIR TODAY.

ROMAN ZAPATA

100K+ FOLLOWERS

THE CHAMPION WHO CAN'T STOP

CURRENT WORLD No. 1



Roman Zapata is the man at the top of the mountain—and the problem with reaching the top is that everyone else now wants your place.

Born in Rosario, Argentina, Roman discovered bartending almost by accident, but quickly became obsessed with flair. What began as a job became a discipline, then a profession, and eventually a life that has taken him around the world. Today, he is one of the very best flair bartenders on the planet, a champion who has devoted years to transforming five minutes on a stage into something approaching perfection.

Roman's story is about what happens after you have achieved the dream. There is no longer an obvious mountain to climb. The challenge is staying at the summit while a new generation comes for you. His greatest strength—his relentless work ethic—may also be his greatest weakness. How much training is enough? How much sacrifice is acceptable? And can a person ever allow themselves to enjoy being number one when they know that tomorrow somebody will be trying to take it away?

Throughout the documentary, we see Roman's world of repetition: the same movement performed hundreds of times, tiny adjustments made over and over, every fraction of a second scrutinised. His past as a gamer offers another layer to this obsession with timing, precision and muscle memory.

His arc moves from confidence to vulnerability. At first, Roman is simply the champion defending his position. But as the competition approaches, we begin to understand the fear underneath the confidence: not simply the fear of losing a trophy, but the fear of discovering that he may no longer be the best.

IS BEING NUMBER ONE THE DESTINATION—OR A PURSUIT THAT CAN NEVER STOP?

MICHAEL MORENI

EXTREME. NOT IMPOSSIBLE.

CURRENT WORLD No. 3

200K+ FOLLOWERS



Michael Moreni is interested in the point where excellence stops being enough. An elite flair bartender from Italy, Michael has already mastered the fundamentals of his craft. But for him, mastery isn't the finish line. It is the starting point for something more obsessive: discovering what nobody else believes can be done.

Michael's underlying theme is the human desire to push beyond limits. While other competitors may be focused on winning, Michael is fascinated by possibility itself. How fast can a bottle move? How complex can a sequence become? Can a movement that appears physically impossible be made repeatable? His training becomes a laboratory in which failure isn't necessarily defeat — it is information.

This makes Michael fundamentally different from Roman. Roman is obsessed with making something possible perfect. Michael is obsessed with making something possible in the first place.

That pursuit also carries a darker question. Once you achieve the impossible, it ceases to be impossible. The achievement becomes normal, and another boundary immediately appears. Michael therefore finds himself caught in an endless cycle: imagine, attempt, fail, refine, succeed — and then begin again.

Throughout the documentary, we see the physical cost of that obsession. Flair demands enormous repetition and precision, and the body eventually becomes part of the equation. The mind may believe something is possible, but the body has limits of its own.

His journey toward the competition becomes a test of whether an extraordinary idea can survive real pressure. A movement that works once in training is one thing. Performing it perfectly, under lights, in front of judges, with everything at stake, is another.

Michael's arc moves from mastery to obsession. By the end, the question is no longer whether he is good enough to win. It is whether the thing he is chasing can ever actually satisfy him.

BECAUSE FOR MICHAEL, THE MOMENT THE IMPOSSIBLE BECOMES POSSIBLE, IT IS NO LONGER ENOUGH.

KIRILL RUDAK

THE NEW LIFE

CURRENT WFA WORLD No. 2 **15K+ FOLLOWERS**



Kiril Rudak's story begins with one of the most profound acts of change a person can make: leaving one life behind and building another. Originally from Ukraine and now living in Prague, Kiril has already crossed one enormous boundary in his life. He has had to adapt, rebuild and create a new identity in a new environment. Now he is attempting another transformation: becoming one of the very best flair bartenders in the world.

His underlying theme is reinvention. Kiril's story asks what happens when starting again becomes part of who you are. If you have already travelled so far to build a new life, how far are you willing to go to make that life extraordinary?

Prague becomes more than a backdrop. It represents the new world Kiril has constructed around himself — the places he works, trains and lives, and the people who now know him. Against that is the question of what remains from the life he left behind. What does home mean when you have created a new one? And how much of your former identity travels with you?

Flair becomes part of that process of reinvention. It gives Kiril something measurable to pursue: improvement, competition, recognition and ultimately the possibility of reaching the very top. But ambition brings its own cost. The further he goes, the more he has to ask what he is prepared to sacrifice.

Kiril's journey through the documentary therefore becomes increasingly personal. What begins as a story about competing becomes a story about how far a person is willing to transform themselves.

The competition is the ultimate test. He has already travelled across borders and rebuilt his life. Now he stands alongside four of the world's best and asks whether he can cross one final boundary.

His arc moves from leaving to arriving — but the film deliberately leaves open what "arriving" actually means.

Because perhaps the real question isn't whether Kiril can reach the top.

IT'S WHETHER, ONCE HE GETS THERE, HE WILL FINALLY FEEL THAT HE HAS ARRIVED.

DENISS TRIFANOVS

THE DREAM

2025 IBA WORLD CHAMPION

50K+ FOLLOWERS

Denis Trifinov represents the strange problem of achieving exactly what you once dreamed of. From Latvia, he has built himself into an elite flair bartender, travelling internationally and competing at the highest level. But beneath the trophies, routines and constant pursuit of improvement is a deceptively simple question: what happens when you finally become the person you always wanted to be?

Denis's story begins with aspiration. Somewhere in his past was a younger version of himself who imagined what becoming a great bartender might look like. He had a picture in his head of the person he wanted to become. The remarkable thing is that, to a large extent, he became that person. But the achievement creates a new problem. Dreams are powerful because they exist somewhere in the future. Once you catch one, what gives you direction?

Denis therefore becomes the film's character of creation and reinvention. Whers Roman is obsessed with perfecting execution, Denis is interested in what comes next: new ideas, new movements, new ways of expressing himself. His training can feel less like repetition and more like experimentation. He isn't simply trying to perform an existing trick better; he wants to discover something that feels like his.

His Latvian identity also provides an important emotional counterpoint to the international world of flair. Home, distance and the life he has built away from it become part of the question of who he is becoming.

Across the documentary, Denis moves from ambition to uncertainty. At first, he appears to know exactly what he wants. Gradually, we realise that the old goal may no longer be enough. The competition forces him to ask what winning would actually change.

His arc ultimately becomes less about whether he wins and more about whether he can find a new reason to keep moving.



BECAUSE PERHAPS THE HARDEST THING ABOUT ACHIEVING A DREAM IS DISCOVERING THAT YOU NOW NEED ANOTHER ONE.

ERIC YIU

THE QUIET ONE

CURRENT WORLD No. 5

15K+ FOLLOWERS

Eric Yiu may be the quietest of the six competitiors—and potentially the most surprising. He works behind a bar in Taiwan at night, serving customers, making drinks and living the reality of bartending that exists far away from competition stages and international spotlights. Unlike some of the other competitors, he does not have the same level of sponsorship or resources supporting his career. He has to work while he trains.

That difference is central to Eric's story. His journey is not simply about being an underdog; it is about presence, recognition and the relationship between personality and performance. Eric is not naturally the person who walks into a room demanding attention. Yet when the bottles come out, he can become one of the biggest performers in it.

The documentary uses this contradiction as a recurring motif. Behind the bar, Eric is quiet and almost invisible. He works efficiently, serves his customers and gets on with the job. But when he begins to train, something changes. The same hands that make drinks for customers become instruments of performance. On stage, silence is replaced by movement.

His lack of sponsorship also raises questions about recognition. What does it feel like to know you have extraordinary ability while not necessarily having the resources or visibility of your competitors? Does Eric want their lifestyle? Does he want fame? Or would he still do this if nobody knew his name?

As the competition approaches, Eric's arc moves from invisibility to presence. The audience gradually learns that his quietness isn't a weakness. He doesn't need to become louder to command attention. He simply has to perform.

His story ultimately returns the documentary to the essence of bartending: one person, one bottle, one drink and another human being watching.

Eric proves that performance doesn't always begin with demanding attention.



SOMETIMES, YOU EARN IT.

JULIANNA BUDA

THE SECOND SPORTING LIFE

4x HUNGARIAN CHAMPION

53K+ FOLLOWERS

For nearly eighteen years, Julianna Buda's life revolved around rhythmic gymnastics. A member of Hungary's national team, she trained, competed and pursued the dream of reaching the Olympic Games. After the heartbreak of narrowly missing out on qualification for London 2012 came the question of what comes next? What does an elite athlete who had devoted her childhood to a single ambition do when that dream is shattered?

She does FLAIR of course! Recognising the similarities between the manipulation of gymnastic apparatus and the throwing, spinning and catching of bottles, Julianna discovered a new arena in which to channel the skills she had spent years developing. She brought gymnastics into her routines, combining acrobatics, choreography, precision and physical intelligence to create a distinctive performance style. She had lost one sporting dream, but found another.

Today, Julianna is an internationally recognised flair bartender, a four-time Hungarian champion and a multiple winner of international female titles. Yet she competes in a discipline where men dominate the numbers and often set the benchmark for overall performance. She has earned her place, but what does it mean to be celebrated as one the world's best women while still chasing recognition among the very best competitors, regardless of gender?

Her life is also far removed from the single-minded existence of the young gymnast. She is a mother of two, a wife and a rhythmic gymnastics coach, balancing family responsibilities and professional commitments with the relentless demands of training. Time is limited, injuries are real, and the pursuit of perfection must coexist with the people who depend on her.

As she prepares for another major competition, Julianna's story becomes about more than winning. It is about the extraordinary capacity to reinvent yourself when one dream ends, to carry the past into an unexpected future, and to continue striving when life no longer allows you to give everything to the pursuit.



WHEN ONE DREAM SLIPS AWAY, CAN YOU BUILD ANOTHER WITHOUT SACRIFICING EVERYTHING ELSE YOU LOVE?

FORMAT

Premium Feature Documentary
90 minutes

A global, English-language documentary combining:

- Cinematic contemporary filming
- Previously unseen archive
- Intimate character-led interviews
- International competitions
- Personal stories of ambition, rivalry, sacrifice and reinvention
- Original music and immersive sound design

The story travels across the United States, Europe and the international locations that shaped the rise of flair bartending.

Key statement

Four decades. One global movement. One definitive film.



VISUAL STYLE

A cinematic documentary that blends the energy of elite sport with the intimacy of personal storytelling.

The visual language combines beautifully restored archive footage with modern 4K cinematography, creating a seamless journey between the past and the present.

Slow-motion action, immersive sound design, dramatic interviews, and dynamic motion graphics will bring four decades of history to life.

Inspired by the cinematic quality of documentaries such as The Last Dance, Drive to Survive, and Free Solo, the film will feel both epic in scale and deeply personal..



EXCLUSIVE ACCESS

For more than four decades, the history of flair bartending has been preserved by the people who lived it.

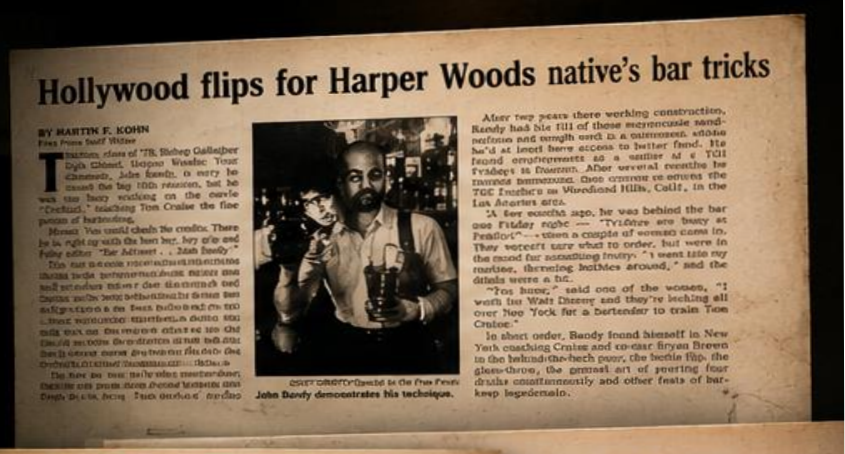
As authors of the definitive book on the subject, we have exclusive access to the pioneers, champions, promoters, brands, and archive that shaped the sport.

Our relationships, trust, and first-hand knowledge provide an authentic perspective that cannot be recreated.

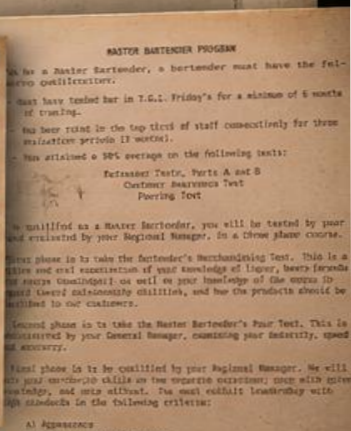
This is the inside story of flair bartending—told by those who helped build it.

THE LEGACY






Thank you for making us successful! #1 in sales $144,110, Covent Garden, London, December 1987

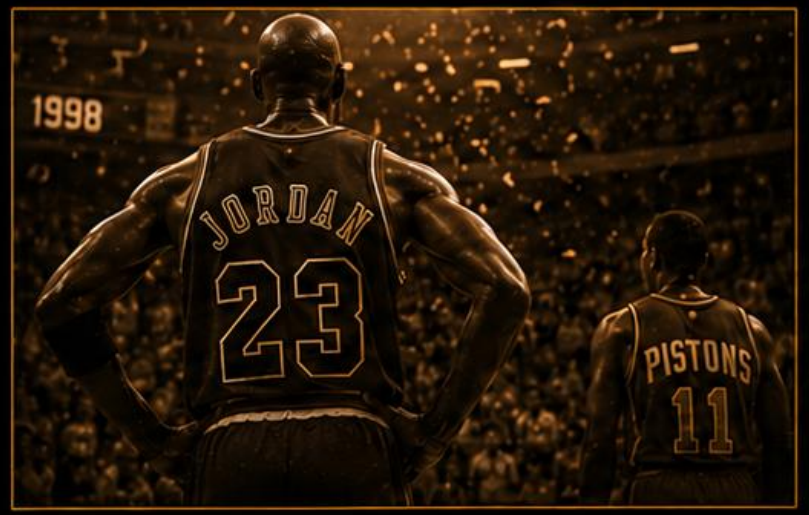








COMPARABLE FILMS



THE LAST DANCE

Archive-driven storytelling, cultural history and complex characters whose ambitions, rivalries and choices shaped an entire movement.



DRIVE TO SURVIVE

High-stakes competition, international personalities, backstage access and emotional tension beyond the performances themselves.



FREE SOLO

Obsession, sacrifice, danger and the intimate psychology of individuals pushing beyond ordinary limits.

Final positioning statement

FLAIR combines the character depth of *The Last Dance*, the competitive intensity of *Drive to Survive* and the visual spectacle and emotional intimacy of *Free Solo*.

Visual layout: three cinematic film references across the slide, with the positioning statement large at the bottom.

FLAIR BARTENDING IS PRACTISED AROUND THE WORLD

A GLOBAL COMMUNITY, ONE PASSION, ENDLESS POSSIBILITIES.



NORTH AMERICA
UNITED STATES, CANADA, MEXICO & CARIBBEAN

EUROPE
UNITED KINGDOM, FRANCE, GERMANY, ITALY, SPAIN, GREECE & 30+ COUNTRIES

ASIA
CHINA, JAPAN, SOUTH KOREA, TAIWAN, HONG KONG, THAILAND & MORE

SOUTH AMERICA
BRAZIL, ARGENTINA, CHILE, PERU, COLOMBIA & BEYOND

AFRICA
SOUTH AFRICA, EGYPT, MOROCCO & 20+ COUNTRIES

OCEANIA
AUSTRALIA, NEW ZEALAND & PACIFIC ISLANDS

FLAIR COMPETITIONS WORLDWIDE

200+
COMPETITIONS EVERY YEAR

2026 HIGHLIGHTS

- FINLAND
- FRANCE
- ITALY
- PORTUGAL
- USA
- GREECE
- AUSTRIA
- POLAND
- ROMANIA
- CHILE
- & MORE TO COME!

AND THE JOURNEY CONTINUES...

A MASSIVE DIGITAL FOOTPRINT

7.41M+	SUBSCRIBERS	4.24B+	TOTAL VIEWS	1.21M+	FOLLOWERS	11.82M+	FOLLOWERS

1.28M+ FOLLOWERS

EDUCATING, ENTERTAINING, INSPIRING MILLIONS EVERY DAY.

ONE COMMUNITY. ONE CULTURE. ONE WORLD OF FLAIR.

WORLDFLAIRASSOCIATION.COM

WORLD FLAIR ASSOCIATION

THE GLOBAL COMMUNITY BEHIND THE FILM

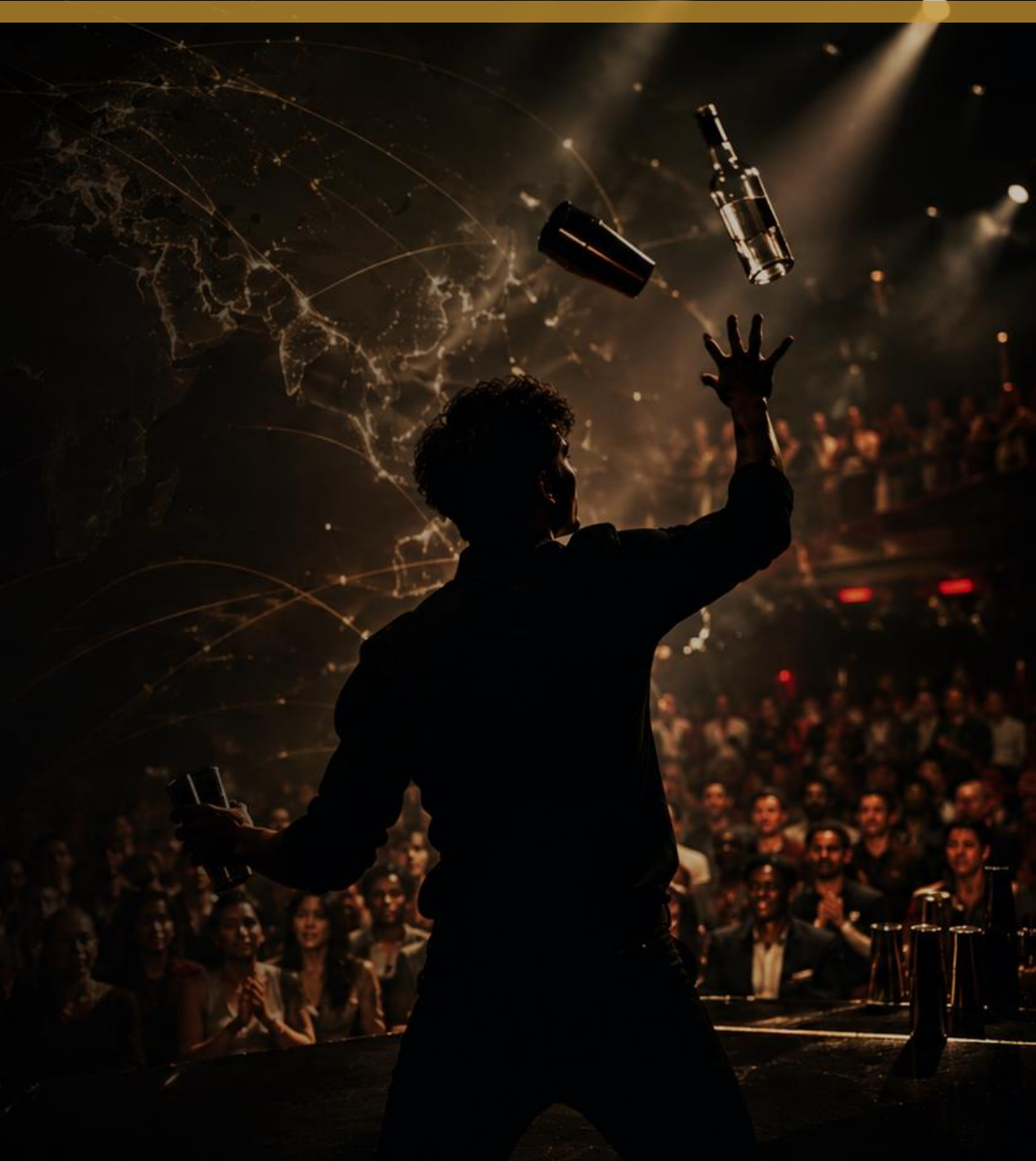
Co-founded by Tom Dyer, WFA brings together the people, competitions and education that shaped the world of flair bartending — giving FLAIR direct access to an authentic worldwide movement.

20,000+
ACTIVE MEMBERS

95
COUNTRIES

From niche subculture to global stage — WFA is the living network that makes this story real.

worldflairassociation.com



BUILT-IN GLOBAL REACH

The film will feature top-class figures from the flair world —
and they will actively promote the release across their own channels.



21.7M+
COMBINED FOLLOWERS & SUBSCRIBERS

4.24B+
TOTAL YOUTUBE VIEWS

YOUTUBE
7.41M
SUBSCRIBERS

4.24B
TOTAL VIEWS

INSTAGRAM
1.21M
FOLLOWERS

TIKTOK
11.82M
FOLLOWERS

FACEBOOK
1.28M
FOLLOWERS

FEATURED TALENT

VLAD SLICK BARTENDER • RAUL BARTENDER • TOM DYER • MICHAEL MORENI • ROMAN ZAPATA
WORLD FLAIR ASSOCIATION • DENISS TRIFANOVS • RODRIGO DELPECH • ERIK YU • KIRILL RUDAK

Combined totals based on listed public platform figures; audience overlap not deducted.

FLAIR IS MADE FOR SOCIAL MEDIA

A HIGHLY VISUAL CRAFT BUILT TO STOP THE SCROLL, SPARK ENGAGEMENT AND TRAVEL WORLDWIDE IN SECONDS.



Flair bartending combines speed, movement, skill and spectacle — making it ideal social media content. One standout WFA reel featuring Eric Yu demonstrates just how powerful that visual impact can be across platforms.

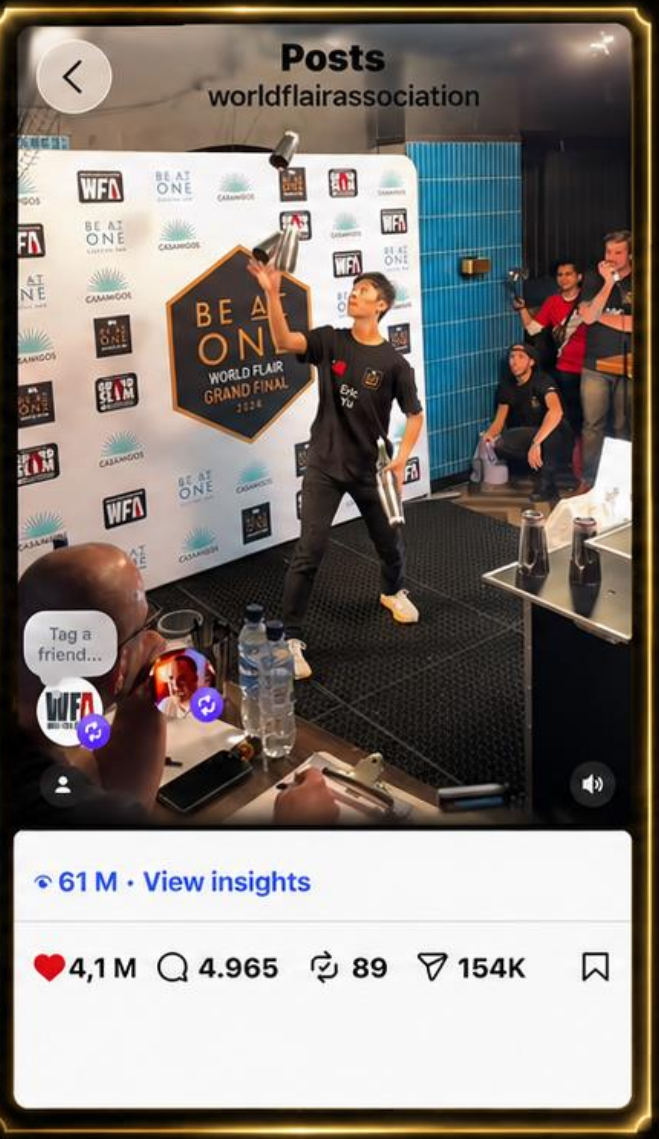
61.1M
VIEWS

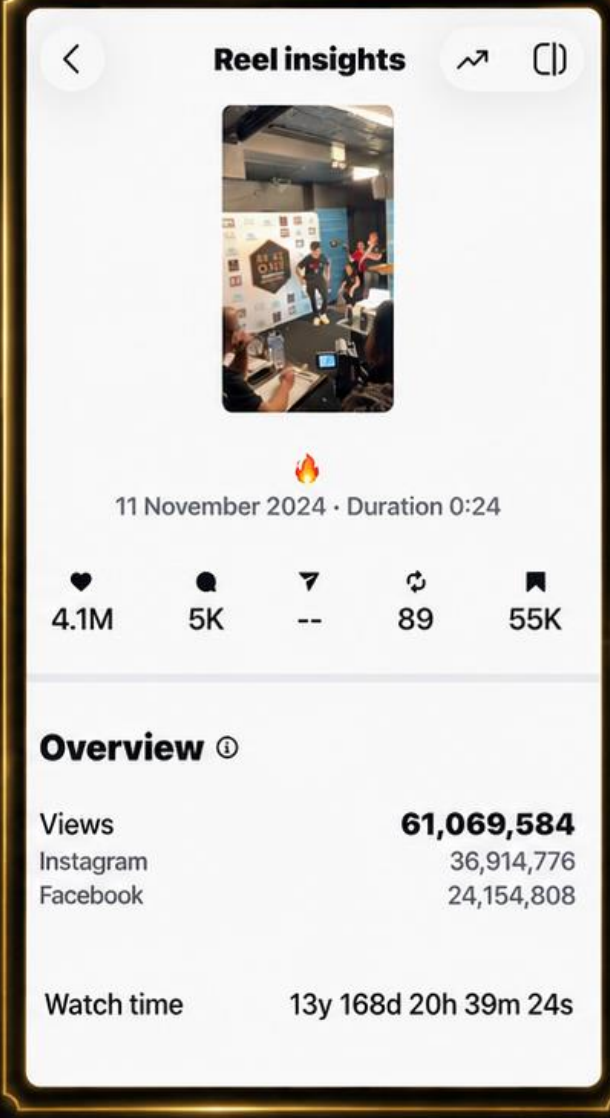
4.1M	5K	154K	55K
LIKES	COMMENTS	SHARES	SAVES

89	36.9M	24.2M
REPOSTS	INSTAGRAM VIEWS	FACEBOOK VIEWS

24-SECOND REEL • POSTED 11 NOVEMBER 2024

WATCH TIME: 13 YEARS, 168 DAYS, 20 HOURS, 39 MINUTES, 24 SECONDS





IN FLAIR BARTENDING, THE PERFORMANCE DOESN'T END ON STAGE — IT CONTINUES ONLINE.



TIMOTHY G. MURRAY

EXECUTIVE PRODUCER

Timothy G. Murray is a writer, director and producer with a foundation in storytelling from New York Film School and a career spanning scripted television, feature films, and documentaries.
Known for character-driven storytelling, strong visual sensibility and a collaborative approach, he began his career as a script consultant at Hallmark Entertainment, contributing to development on high-profile productions including *A Lion in Winter, The Infinite Worlds of H.G. Wells* and *Jason and the Argonauts*.
He has since written, directed and produced short films, documentaries and music videos while continuing to develop original film and television projects.

FEATURED PROJECT

ZERO INTENTION OF LIVING QUIETLY

Executive Producer • Ventureland • Official Selection, London Film Festival 2026

OFFICIAL SELECTION
LONDON FILM FESTIVAL
2026

SELECTED PROJECTS

THE PLAYING FIELDS	Writer / Executive Producer In Development
FLAIR	EXECUTIVE PRODUCER Documentary • In Development
AN EVENING WITH DONALD KEMPINSKI	Writer / Director Pre-production
JIMMY NO LEGS	Writer / Producer In Development
THE QUARANTINE DIARIES	Writer / Director Netflix Pilot • 2021
A LITTLE KIND OF WONDER	Director / Producer Music Video • 2021
THE ALARM	Director Short Film • 2019
THE G.O.D CLUB	Writer / Director / Producer Short Film • 2017

CURRENTLY ADAPTING THE ACCLAIMED NOVEL *TALIBAN CRICKET CLUB* FOR THE SCREEN UNDER THE TITLE *THE PLAYING FIELDS*.



TOM DYER

WRITER ◆ PRODUCER

Tom Dyer is a globally respected British flair bartender, educator, entrepreneur and co-founder of the World Flair Association. Over more than two decades he has performed, competed, judged and taught around the world, helping shape modern flair bartending through performance, education and community building. He is owner of the European Bartending Schools in Paris, London, Milan and Cape Town. Based in Portugal, he is known for combining elite competition pedigree with practical teaching and industry leadership, and remains one of the most influential figures in global flair bartending.

FEATURED ACHIEVEMENT

2x ROADHOUSE WORLD FLAIR CHAMPION

Co-founder of WFA ◆ Co-author of the 500+ page book 'Flair Bartending' ◆ Founder of Flair Camp Portugal

SELECTED HIGHLIGHTS

WORLD FLAIR ASSOCIATION
Co-founder of the World Flair Association, helping grow flair bartending globally.

FLAIR CAMP
Founder of the renowned Flair Camp in Portugal, bringing bartenders together for training, classes and community.

COMPETITION LEGACY
Two-time Roadhouse World Flair Champion and one of the most decorated names on the international flair scene.

BOOK AUTHOR
Co-author of 'Flair Bartending: The Origin, The Golden Era, The Untold.'

GLOBAL EDUCATOR
Has trained thousands of bartenders worldwide through seminars, camps, schools and online content.

GLOBAL CAREER
Performed, judged and taught across the international bartending scene, inspiring a generation of flair bartenders.

80+ TITLES
Recognized for 80+ international competition wins and titles across a long elite career.

EUROPEAN BARTENDING SCHOOL
Owner of the European Bartending Schools in Paris, London, Milan and Cape Town.

FROM COMPETITION STAGE TO GLOBAL EDUCATION, ***TOM DYER*** HAS HELPED DEFINE THE MODERN ERA OF FLAIR BARTENDING.



MARCO CANOVA

WRITER ◆ PRODUCER

Marco Canova is an internationally respected Italian flair bartender, author, educator and business executive. Over the course of his career he has competed, performed, judged and trained bartenders around the world, helping elevate flair bartending from niche showmanship to a recognized global discipline. Known for combining performance, technical skill and industry knowledge, he has built a career that bridges hospitality, education and international beverage business. He currently serves as Division Manager, Europe, Middle East & Africa at American Beverage Marketers, one of the world's leading cocktail mixer companies.

FEATURED ACHIEVEMENT

FLAIR BARTENDING

Co-author of the definitive 500+ page book 'Flair Bartending: *The Origin, The Golden Era, The Untold*' — written with Tom Dyer after years of research, interviews and archival work.

CAREER HIGHLIGHTS

INTERNATIONAL COMPETITIONS	Multiple international competition wins, podium finishes and judging appearances across the global flair circuit.
GLOBAL EDUCATION	Masterclasses, seminars and bartender training programs delivered worldwicte.
WORLD TRAVEL	Performed, trained and worked in 90+ countries across the global bar community.
FLAIR DOCUMENTARY	Producer / key creative voice on the feature documentary project 'FLAIR'.
AMERICAN BEVERAGE MARKETERS	Division Manager / EMEA — global cocktail mixer company.
BOOK AUTHOR	Co-author, *'Flair Bartending: The Origin, The Golden Era, The Untold'*.
LANGUAGES	Italian • English • Spanish
ORIGIN	Originally from Italy, with a career built across global hospitality and beverage culture.

FROM ITALY TO THE WORLD, *MARCO CANOVA* HAS HELPED SHAPE FLAIR BARTENDING BOTH BEHIND THE BAR AND ACROSS THE GLOBAL DRINKS INDUSTRY.

WHY NOW

- **THE OPPORTUNITY TO TELL THIS STORY WILL NOT REMAIN OPEN FOREVER.**
  The pioneers are still here.
  The people who created the movement can still tell the story in their own words.

- **THE ARCHIVE IS AT RISK.**
  Much of flair bartending's history survives on ageing VHS tapes, personal recordings, photographs and forgotten collections.

- **A NEW GENERATION IS EMERGING.**
  Young bartenders are discovering the culture through competitions, digital media and a renewed international community.

- **THE MOVEMENT IS FIGHTING BACK.**
  New events, new countries, new champions and new organisations are rebuilding what almost disappeared.

- **AUDIENCES UNDERSTAND THESE STORIES DIFFERENTLY TODAY.**
  Premium documentaries have shown that overlooked subcultures can reveal universal stories about ambition, identity, obsession and legacy.

- **THE STORY NOW HAS AN ENDING—AND A NEW BEGINNING.**
  For the first time, the past, present and future of flair bartending exist in the same frame.