Beat: Lifestyle

THE HONEY MOON - TAPS WITH DRAFT COCKTAILS, LOW ABV, NON-ALCOHOLIC, WINE & BEER

TRULY SOMETHING FOR EVERYONE...

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USPA NEWS - "THE HONEY MOON" is a Meeting Point between Speed of Service, Structure, Maximalism, and Accuracy to provide a Curated, yet Affordable Cocktail Experience... The Brainchild of Pandemic-Era Lockdown & reimagining what Cocktail Service could be, The Honey Moon asks the Question, what if the Focus could shift from Shaking for Show to Truly Tending Bar?... To that End, a High Quality Drinking Experience is Essential.

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Draft Cocktails are Pre-Mixed Drinks, batched and poured into Kegs. Unlike Standard Cocktails, which are made to order in Small Quantities, Draft Cocktails are made to please a Crowd. Pouring a Cocktail on Draft expedites Service and ensures Consistency from Drink to Drink and Bartender to Bartender... And where there are Improvements to Volume and Quality, Revenue is Sure to follow suit.

A Quality Cocktail takes an Average of 2-4 Minutes to execute with Hours of Prep Time Beforehand in a Well-Designed Bar, with a Well-Trained Bartender. Bar Draught is the Event’s shortcut to providing the Guests with a Craft Cocktail Experience at a Fraction of the Cost of hiring a Fleet of Mixologists, with the Speed of Draught Beer.

- For "THE HONEY MOON" the Sole Purpose of making High-Quality Cocktails more Accessible to People:
Doing this by pre-batching Cocktails in Kegs, so that Things can really move forward behind the Bar. High-Quality Cocktails perfectly served, ready to drink, on Tap. And because Quality is in the Owners' Hearts, all Recipes are Home Made Creations. Tapping Cocktails is also better for the Environment compared to Manually Made Cocktails... It is in the Captivating Atmosphere of the Renovated Cellar of the Parisian Bar that Each Cocktail comes to Life.

THE HONEY MOON, whose History is a Perpetual Journey of Evolution of the Concept of Cocktail Bar, stands Today as the Pioneer in France and the Avant-Garde Establishment in Europe, offering a Range of Cocktails served entirely Under Pressure, whose Quality equals that of the 50 Best Bars in the World. At the Heart of this Transformation lies the Ambition to guarantee Impeccable and Rapid Service, while preserving the Invariable Quality of Drinks, all while optimizing Human Resources.

This is an Approach that is often repeated in Neighborhood Corners, but still remains Rare in Busy Bars. "The Honey Moon" manages to perfectly merge the Warm Ambiance of a Neighborhood Landmark with the Effervescent Energy of a Lively Bar, two Key Elements that gave Birth to this Ambitious Project.

Guided by the Vision of Architect Juliette Rubel, the Parisian Bar has been transformed into a Space of Singular Aesthetics. The Inspiration is anchored in Contemporary Postmodernism from the 70s to 90s, skillfully mixing Lamps with Original Shapes and a Fusion of Lines and Artistic Patterns. The Visual Ambiance is infused with Shades of Copper, Oxidized Green and Purple, in keeping with the Appearance of the Faucets.

The Ceiling comes alive with Multi-Colored Lights, breathing lively Energy into the entire Establishment. In the Background, a Retro Disco Cylinder adds a lively Touch. The Tap Wall, for its part, combines Aesthetics with Functionality, with a Carefully Thought-Out Layout. Finally, it is the Soundtrack that envelops the Place. It gives Pride of Place to B-Sides from the 90s, as well as R&B Tracks and the essential Spice Girls, creating an Unforgettable Lounge Atmosphere.

A Team recognized on the International Scene The Team behind The Honey Moon is no stranger to the World of Mixology. Ben Willson, both Creative Director and Bartender, has brought his Expertise to Several Major Brands such as Monkey Shoulder, Maker's

Mark, Bacardi Wallet and Pernod-Ricard Wallet. Over the past Five Years, he has played a Key Role in the Creative Direction of Bonomy Group.

His Passion for Research and his Insightful Approach to the Art of incorporating Flavors and Techniques have made him one of the most Admired Bartenders in Paris. As for Mike Jordoy, the Director of The Honey Moon Bar and formerly at Lulu White, an Institution for Connoisseurs in Pigalle, he had the Opportunity to represent two Different Countries during World Cocktail Competition Finals: Canada for the Toast of Paris by Courvoisier and France for the Global Cocktail Competition by Angostura.

Source:
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