

Drinkwell Academy

Welcome to the Drinkwell Academy, where beverage industry giant Diageo is reviving the art of the cocktail in order to help bartenders and bar managers become Drinkwell-certified, and member establishments to become Zagat-rated for bar service.

Groove11 built this site with the Diageo spirits team. We made online training available to bar professionals and mixologists, to assist them in creating the best possible hospitality and professional standards for bar beverage sales and service.

The site was launched in April 2007 and is currently being promoted at zagat.com.

