



The Revel Collective Case Study

Client Overview

The Revel Collective operates a portfolio of over 63 bars and pubs across the UK, employing over 3,000 people. Known for their vibrant venues, creative cocktails, and premium spirits, The Revel Collective offers guests an engaging experience that includes interactive masterclasses led by knowledgeable bar teams.

“

The Systematic Approach to Tasting taught by WSET has transformed how we run our spirit training sessions

”



WSET

THE
Revel
COLLECTIVE

REVOLUTION *Revolución de Cuba* FOUNDRERS® CO. 



The Challenge

The Revel Collective aimed to boost their bar staff's spirits knowledge to help them confidently upsell premium products, elevate the customer experience, and improve training programs for head bartenders across multiple locations.



4.1%

increase in premium spirits upselling with WSET qualifications or training

The Solution

The Revel Collective's 2 brands, Revolution and Revolucion de Cuba, invested the WSET Level 2 Award in Spirits training for their head bartenders and bar managers. The course focused on providing detailed knowledge about different spirits, production methods, and systematic tasting, which was then incorporated into both staff training and customer interactions.

The Results

- **Boosted premium spirits sales:** Venues with WSET-trained staff achieved a 4.1% rise in upselling, compared to 1.8% at non-trained sites.
- **Built top-performing teams:** 8 out of the top 10 Revel Collective venues for upselling had at least one WSET-trained team member.
- **Improved internal training:** Armed with WSET knowledge, managers created consistent training standards through a blend of online and in-person sessions.
- **Elevated customer experiences:** WSET-trained bartenders confidently highlighted the quality and story behind the spirits, helping customers make more informed choices. customer experiences and sales.

“WSET training has allowed us to expand the knowledge of our head bartenders, who now confidently train their teams to upsell premium spirits, specifically focusing on high-quality spirits beyond the usual offerings.”

– Ollie, L&D Advisor

“Since taking the WSET course, I have felt more confident during masterclasses, explaining the different rums we use and upselling premium spirits based on customer preferences.”

– Ted, Head Cantinero



If you'd like to see how WSET training can enhance your team's knowledge and boost premium product sales, get in touch with us today.



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