

AfroStyle

— FOUNDER —

PORTFOLIO & CAPABILITY DECK 2026

VALENTINO SÁNCHEZ

F&B CONCEPT & BEVERAGE STRATEGIST · 13+ YEARS BEHIND THE BAR

CATERER ME POWER LIST 2025 · TOP 50 BARTENDERS UAE · WSET 2 · BARTENDER ATLAS

AFROSTYLE COCKTAILS · UAE & INTERNATIONAL

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YAS BAY WATERFRONT, ABU DHABI

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WHO I AM

WELCOME

F&B Concept & Beverage Strategist

Head of Bars & Beverage Manager, Barbossa · Founder, AfroStyle Cocktails
Venezuelan-born, Abu Dhabi based — 13+ years behind the bar, the last seven in the UAE.

- Caterer Middle East — Bartenders Power List 2025
- Top 50 Bartenders UAE, 2024 · Jim Beam Highballer — placed, national final
- Forbes Travel Guide 5-Star and LQA standards — Summersalt, Jumeirah Al Naseem
- HACCP accredited — food safety and bar hygiene compliance
- WSET Level 2 in Spirits — accreditation
- Certified trainer to Hyatt standards — F&B training programme design

■ *I still work the floor. Every system in this deck was written standing behind a bar, not above one.*

03



BRAND WORK · COINTREAU

ABOUT ME



VALENTINO SÁNCHEZ · ABU DHABI, UAE

Thirteen-plus years behind and above the bar — the last seven in the UAE, across Dubai and Abu Dhabi with Radisson Hotel Group, Jumeirah Al Naseem, Park Hyatt Abu Dhabi, COYA Abu Dhabi, ISSEI and Barbossa at Yas Bay Waterfront.

I work in the gap most venues struggle with: the space between a beautiful drinks list and a bar that actually runs. Concept and story on one side — costing, par levels, SOPs and trained people on the other.

Through AfroStyle Cocktails I bring that discipline to venues, brands and operators as a consultant — from a single menu rebuild to a full pre-opening beverage program.

13+

YEARS BEHIND
THE BAR

7

YEARS IN
THE UAE

TOP 50

CATERER ME
POWER LIST 2025

WSET 2

SPIRITS
ACCREDITATION

VISION & MISSION

05



@afrostyledrinks

CONSULTANCY
ACTIVATIONS & TAKEOVERS
TEAM TRAINING
BRAND PARTNERSHIPS

VISION

Beverage programs that carry a place and a story — Venezuelan roots, Caribbean hospitality, African and Latin flavour, delivered to Gulf service standards.

MISSION

To leave every bar I touch able to run without me — costed, documented, trained and proud of what it pours.

Culture is the idea, technique is the craft, and the P&L is the proof.



TEAMS TRAINED, NOT JUST MENUS WRITTEN

CULTURE

Provenance, ritual and story built into the serve.

CREATIVITY

Rectification, infusion, foam and fermentation with a reason.

COMMERCIAL PERFORMANCE

Every concept costed, priced and measured.

WHAT I SOLVE

06

01

MENUS THAT DON'T MAKE MONEY

Drinks that photograph well and cost badly. No pour-cost discipline, no data behind the list, no idea which serves carry the margin.

02

TEAMS THAT CAN'T REPEAT QUALITY

Recipes live in people's heads. Standards drop the week the best bartender takes leave, and nobody can prove what 'correct' looks like.

03

CONCEPTS WITH NOTHING TO SAY

A bar that looks the part but has no narrative — nothing for guests to remember, press to write about or brands to partner on.

04

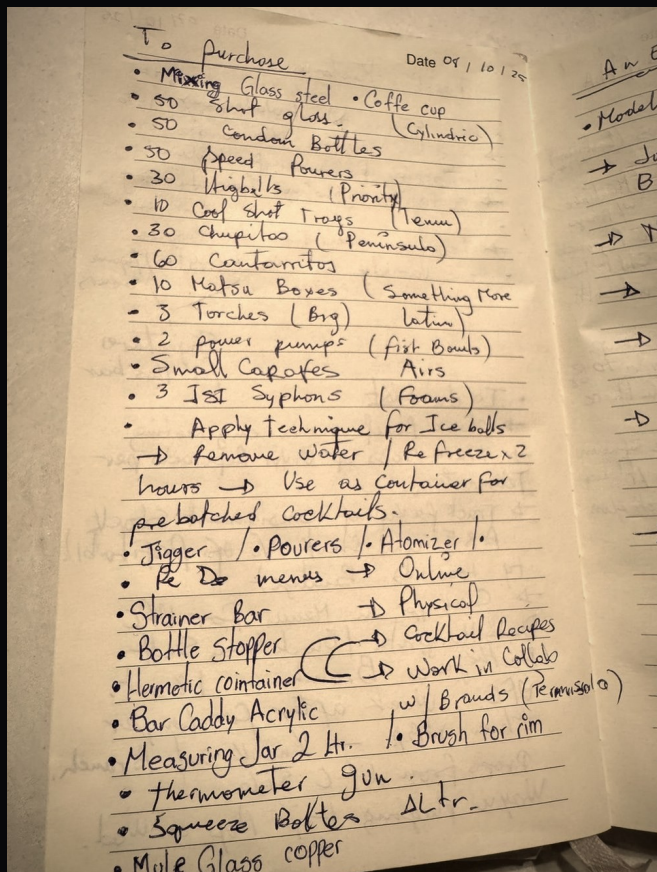
PROGRAMS THAT LIVE ON PAPER

Handsome decks, zero adoption. Nothing embedded into ordering, line checks, training or the daily rhythm of the floor.



APPROACH

07



EVERY PROJECT STARTS ON PAPER

01 DIAGNOSE

Audit the bar as it actually runs — POS sales mix, pour costs, par levels, supplier terms, station layout and team capability.

02 DESIGN

Concept and menu built together: narrative, serve architecture, specs, glassware, garnish and prep the station can genuinely hold.

03 DOCUMENT

Turn it into systems — costed recipe books, SOPs, line checks, requisition trackers and training workbooks in your brand.

04 EMBED

Train the floor, run the launch, review at 30, 60 and 90 days, and hand over a program the team owns without me.

SERVICES

08

01

BEVERAGE PROGRAMS

Full drinks architecture — cocktails, spirits, wine, coffee and zero-proof — built around the concept and the P&L.

02

MENU ENGINEERING & COSTING

Recipe-level COGS, pour-cost modelling, tiered pricing and sales-mix analysis.

03

BAR TEAM TRAINING

Workbooks, spirit-category modules and practical certification — aligned to Forbes, LQA and HACCP standards.

04

CONCEPT & BRAND CURATION

Narrative, positioning, naming, menu design direction and the brand system behind it.

05

ACTIVATIONS & TAKEOVERS

Guest shifts, brand collaborations, masterclasses and ticketed workshops designed as revenue.

06

OPENINGS & PRE-OPENING

Equipment lists, supplier negotiation, par levels, SOPs and launch-week floor presence.



CREDENTIALS & RECOGNITION

CATERER MIDDLE EAST — BARTENDERS POWER LIST 2025

Named among 50 of the region's best bartenders in the fourth edition of the list, powered by Lyre's and PATRÓN. Hundreds of nominations were assessed by a panel of industry experts.

The listing describes a bartender “fusing Caribbean hospitality flair with structured team leadership.”

BARTENDER ATLAS — GLOBAL BARTENDER DIRECTORY

Profiled in the international directory under Dubai, UAE, with venue history at Summersalt Beach Club, COYA Abu Dhabi and MATE Abu Dhabi — and listed as available for freelance and guest bartending work.

STANDARDS, ACCREDITATIONS & AWARDS

FORBES TRAVEL GUIDE 5-STAR Summersalt

LQA AUDITED SERVICE STANDARDS Achieved

HACCP FOOD SAFETY Accredited

WSET LEVEL 2 IN SPIRITS Accredited

CERTIFIED TRAINER · HYATT F&B programmes

TOP 50 BARTENDERS UAE 2024

JIM BEAM HIGHBALLER Placed

AGAVE SOCIETY UAE Portfolio training

WORK EXPERIENCE

10



7 YEARS IN THE UAE

BARBOSSA

Yas Bay Waterfront, Abu Dhabi · Head of Bars & Beverage Manager

ISSEI

Dubai · Bar leadership – Caterer Power List 2025

SUMMERSALT BEACH CLUB

Jumeirah Al Naseem, Dubai · Bar ops – Forbes 5-Star & LQA

COYA

Abu Dhabi · Bar team, Latin American fine dining

MATE

Park Hyatt Abu Dhabi · Bar team

RADISSON HOTEL GROUP

UAE · Hotel beverage operations

AFROSTYLE COCKTAILS

UAE & international · Founder, beverage consultancy

EVENT & BRAND CURATION

**Vogue · Jimmy Choo · Piaget
Hermès · NBA · UFC**

Beverage curation and bar delivery for fashion, luxury and international sporting events.

SECTORS

- Hotel groups & resorts
- Beach clubs
- Latin & Asian fine dining
- Independent bars
- Spirit brands & distributors

PORTFOLIO

11

Serve architecture across rectification, infusion, foam, fermentation, garnish systems and glassware — each drink costed, spec'd and repeatable by the team on shift.



STIRRED · BOTANICAL GARNISH



FOAM & TEXTURE



AROMATIC DOSING



SPICE & RIM WORK

POUR DECISIONS

12



TAKAMAKA · SEYCHELLES FOAM

POUR DECISIONS

By AfroStyle · Takamaka · Seychelles Foam

POUR DECISIONS	NOTE
50ml Takamaka Dark Spiced Rum	
30ml Acid Rectified Fresh OJ	Per 100ml Orange Juice 3.2g Citric Acid · 2g Malic Acid
15ml Passion Fruit Puree 15ml Kalamansi Syrup	
10ml Aperol 2 dashes Chocolate Bitters	
TOP: Seychelles Foam	5ml Avo Olive Oil · 120ml Blue Pandan Syrup* 80ml Filtered Water 1.2g Citric Acid · 0.4g Malic Acid 1.2g Methyl Cellulose · 0.6g Xanthan Gum 5 drops Saline Solution 20%
SERVE: Clear Rock Glass	SHAKEN — DOUBLE STRAINED

*BLUE PANDAN SYRUP — Infuse 200ml Giffard Blue Curacao syrup with 20 finely chopped pandan leaves. Vacuum seal and cold-infuse at -18°C for 18 hrs. Fine strain and ready to use.



THE SPEC CARD ISSUED TO THE FLOOR — build, batch notes, glassware and method on one page.

HAWKERBOI × TAKAMAKA · BLACK TOT DAY

Takamaka Dark Spiced, acid-rectified orange, passionfruit, kalamansi, Aperol and chocolate bitters — finished with a stabilised blue pandan foam and served over clear rock.

ACID RECTIFICATION

Fresh orange juice corrected to 3.2g citric and 2g malic per 100ml — citrus stability without the drop-off.

COLD INFUSION

Blue pandan syrup vacuum-sealed and infused 18 hours at -18°C, then fine strained.

STABILISED FOAM

Methylcellulose and xanthan with saline correction — a foam that holds through a full service.

3

BARTENDERS

50

AED / SERVE

1

NIGHT

100%

SPEC'D

BUILDING A PROGRAM, NOT A MENU

13

BARBOSSA · YAS BAY, ABU DHABI



LA CATRINA AGAVE DISCOVERY WORKSHOP

A five-cocktail guest curriculum built as a revenue line, not a marketing event — tiered at AED 299–349 per guest across two proposal levels.

Supported by COGS breaksheets, an ownership-facing BEO costing model and a 13-page agave training handbook for the floor team.

Underpinned by a stock and requisition tracker with par levels drawn from six months of POS sales data, plus line checks and a written handover.

DELIVERED

- Five-serve tasting curriculum + set menu
- Two-tier commercial proposal, costed
- BEO costing workbook for ownership
- 13-page agave training handbook
- Stock & requisition tracker, 237 lines
- Data-driven par levels from POS history
- Line check spreadsheet, 143 items
- Written staff handover and sign-off

5

SERVES

299–349

AED / GUEST

237

TRACKER LINES

146

COSTED SERVES

13

PAGE HANDBOOK

ACTIVATIONS & BRAND WORK

14



TAKEOVER • DUBAI

NOCHES NIKKEI VOL. 4

Latin bar takeover between ISSEI and MYATA Platinum, programmed with Roku Gin, Toki and Santiago Cimbola.



GUEST SHIFT • ISSEI

BUILT ON THE PASS

Batch discipline behind a takeover: identical builds, timed service, one bartender holding a full room.



TAKEOVER • HAWKERBOI

BLACK TOT DAY

One night, one bar, three bartenders and a fixed AED 50 price point with Takamaka rum.



COMPETITION • UAE

JIM BEAM HIGHBALLER

Placed in the national Highballer final — a live speed-and-consistency build judged in front of a full bar.



TRAINING • AGAVE SOCIETY

SIX AGAVE CATEGORIES

Portfolio training translated into a bartender handbook covering the full 2025–26 agave range.



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LET'S WORK TOGETHER

Whether it's one menu that needs to earn its place or a bar programme built from an empty room — tell me what the venue needs to achieve, and I'll scope it honestly.

PROJECT

fixed scope, fixed fee

RETAINER

ongoing program ownership

DAY RATE

training, audits, activations

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WEB

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INSTAGRAM

[@afrostyledrinks](https://www.instagram.com/afrostyledrinks)

Thank you for your time — the first drink is on me.

