

SCHOFIELD'S

BEST BAR IN THE UK

2022, 2023 & 2024

THE SCHOFIELD BROTHERS

Born and raised on the outskirts of Manchester, Joe and Daniel Schofield always had a vision to return to their home city to open their own bar. With over 30 years of experience collectively in the food and beverage industry they opened their namesake first venue in 2021.

Prior to that, they spent time working for some of the World's leading bartenders and bar managers in some of the World's best bars across the globe; London, Paris, Singapore, Sydney, Melbourne and now, Manchester. During this period they represented themselves in over 250 guest appearances, seminars, events and activations in over 80 different countries.

They have both individually received recognition for their work as being some of the best bartenders in the business by their peers.



JOE SCHOFIELD

Joe Schofield has bartended and lived in numerous countries across the globe. He currently splits his time working around the world with his projects; SCHOFIELD'S BAR, STERLING, ATOMECA, Sensorium and Asterley Bros.

Joe is the first bartender in history to have received the two most prestigious awards in the bar industry. He was voted International Bartender of the Year at Tales of The Cocktail Spirited Awards and Bartender's Bartender at The Worlds 50 Best Bars 2018 in a span of four months. He has also received numerous other awards from his time in Singapore at Tippling Club, The American Bar at The Savoy and SCHOFIELD'S BAR in Manchester.

The Schofield brothers are co-authors of SCHOFIELD'S Fine and Classic Cocktails, a book dedicated to sharing their knowledge, experiences and classic cocktail recipes.





DANIEL SCHOFIELD

Daniel Schofield is co-owner of SCHOFIELD'S BAR, STERLING, and ATOMECA. His last post was Assistant Bar Manager at Coupette. Within the first year of opening, Coupette rapidly gained industry recognition picking up accolades such as; 'Best New International Bar' at the prestigious Spirited Awards at Tales of The Cocktail and 'Best New Opening' at World's 50 Best Bars.

SCHOFIELD'S BAR quickly followed suit with recognition as 59th Best Bar in The World at 50 Best Bars, Top 4 Best New International Bar at Tales of The Cocktail and Best New Bar & Best Bar in The UK 2022 & 2023 at the Class Awards in 2022 as well as placing #1 at Top 50 Cocktail Bars. Daniel was also voted Top Ten Bartender in the World at Tales of the Cocktail.

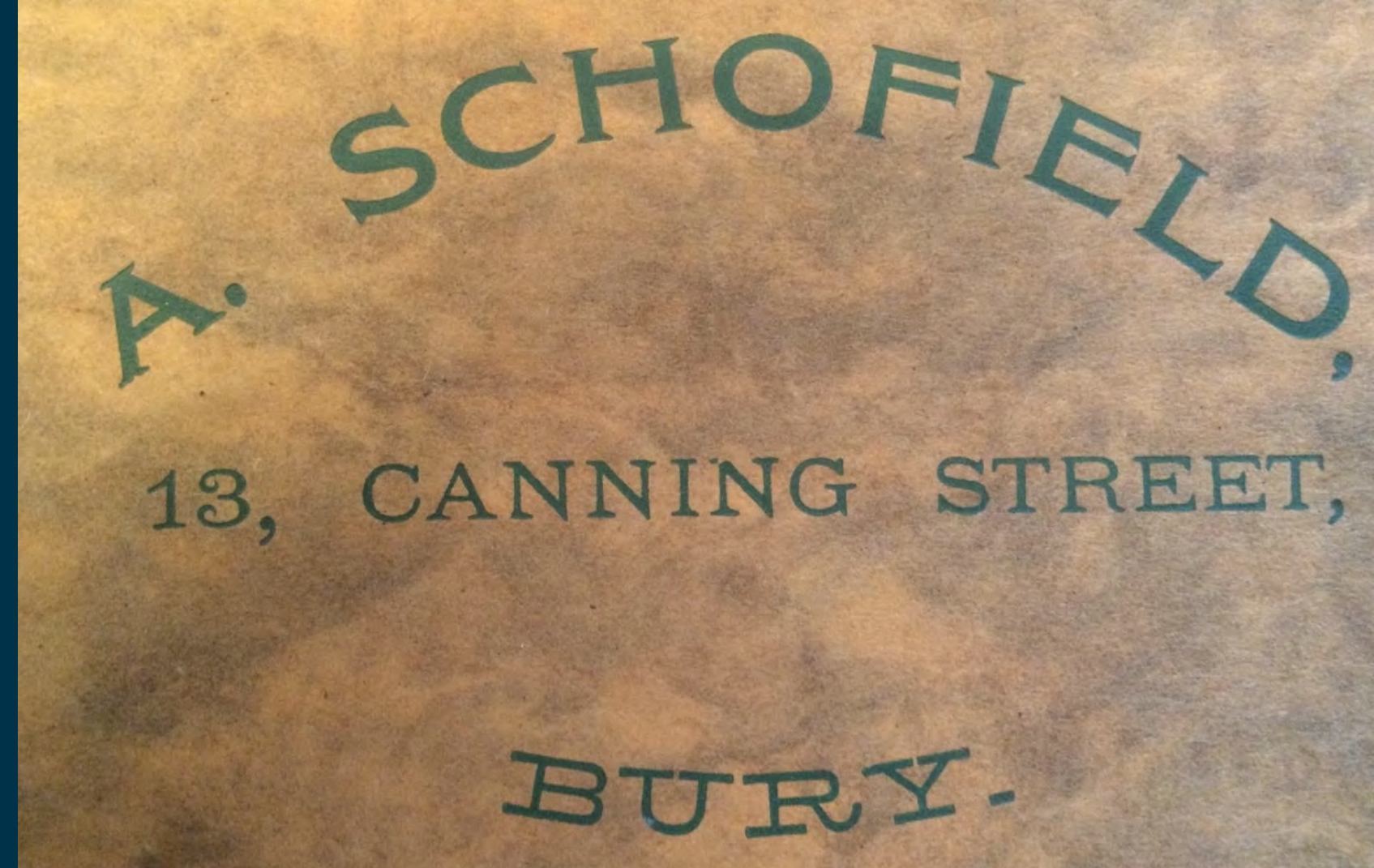
FAMILY BUSINESS

For the last 120 years the Schofield family business has been in fire protection equipment. Joe and Daniel are the first generation to not go into the family company. They wanted to start their own family business in hospitality, with a desire for the next generation of Schofield to take over one day. They drew inspiration from their great grandfathers branding for their logo, which is over 100 years old.

WE WANTED TO OPEN A BAR THAT WILL SURPASS BOTH OUR LIFETIMES AND BE INHERITED BY THE NEXT GENERATION. WE ASPIRE TO BECOME AN INSTITUTION IN THE BAR WORLD. A PLACE WHERE CLASSIC COCKTAILS ARE BORN AND THE SERVICE IS RENOWNED.

SCHOFIELD'S BAR secondary layer of branding is a symbol of their story. They utilise one of the most iconic and recognisable images of a bar; the cocktail glass. It represents the two brothers coming together with different experiences, as well as connotations of two glasses being brought into a toast.

The "SCHOFIELD'S green" will feature throughout the venue in collateral, branding and design.



BAR

SCHOFIELD'S

MANCHESTER



ABBREVIATED RECOGNITION

Winner – Top 50 Cocktail Bars 2024

Bar of the Year – Manchester Food & Drink Festival 2024

UK Bar of the Year - CLASS Bar Awards 2023

Top 4 International Bartender of the Year - Tales of the Cocktail Spirited Awards 2023

Top 10 Best International Bar Team - Tales of the Cocktail Spirited Awards 2023

New Bar of the Year - CLASS Bar Awards 2022

Bar of the Year – CLASS Bar Awards 2022

Top 4 Best New International Cocktail Bar – Tales of the Cocktail Spirited Awards 2022

Inducted 2024 - International Bar Flys (I.B.F's)





THE CONCEPT

1. EXCEPTIONAL DRINKS
2. WARM HOSPITALITY & TEAM
3. GREAT MUSIC & AMBIENCE

Our initial goal was to create one of the World's best bars in Manchester. We focus on our three core values that we believe make a great bar; exceptional drinks, great music and warm hospitality from an incredible team.

We will have an area for sit down table service as well as room for standing, we want to cater to our guests needs.

We respect the traditions and classic cocktails of the past whilst looking to the future through a desire to evolve and be better, in doing so, we have created a Globally respected brand.

Innovation and heritage will come hand in hand.





THE AMERICAN BAR - THE SAVOY



KRONENHALLE - ZURICH



THE LONG BAR - RAFFLES



HARRY'S BAR - PARIS

INSPIRATIONAL VENUES

We have always been enamored by the “legendary” bars in the world. Think The American Bar at The Savoy, Harry’s Bar in Paris, The Long Bar at Raffles in Singapore and Kronenhalle in Zurich. There is always something magical about going there and having a drink, they are institutions that have stood the test of time. Those that work in them are lucky enough to be part of the magic for a while before they pass the honour on to the next in line. This is where we have taken inspiration.

DESIGN & DECOR

SCHOFIELD'S BAR London will have a warm and welcoming feel with decorative nuances that are reminiscent of a library. Beautiful dark woods and dark blues will play eloquently off the iconic green from their branding. Mood lighting will create an ambience where guests want to come and enjoy themselves every night of the week.





DRINKS OFFERING

We serve a selection of 12 signature classic cocktails, which will be elevated using modern day kitchen techniques. These will be served alongside 12 cocktails of our own creation that will change on a quarterly basis, making sure our guests have an interest to return. Beers, spirits, old world wine will also be served throughout the day and evening, whilst we will generate more trade in the morning to lunch period by showcasing beautiful artisanal tea and specialty coffee. We will cater to the neighboring office workers, consumers and those who will travel to seek us out from morning to evening.



FOOD OFFERING

SCHOFIELD'S BAR will serve food from open till close, making sure our guests have something which will suit their needs at any time of day.

We will work with local suppliers for our produce, showcasing some of the best produce that the UK has to offer. Everything served at SCHOFIELD'S BAR will be at a fair price point. 'affordable luxury' is a term we will use to set our prices in food and beverage

