



JACOB ALEXANDER

FOUNDER - LIQUID A' LA CARTE

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Jacob Alexander is the founder of Liquid A' La Carte. With a hospitality background spanning twenty-five years, coupled with ten years as a 'Brand Ambassador' with premier 'wines & spirits' companies, enables him to share his passion with industry professionals, consumers and corporates.

In his last assignment, Jacob was a Brand Ambassador with Diageo India. For the 'Diageo Bar Academy' program, he would train bartenders & wait-staff across different cities to support Diageo's ambition in developing skills & careers; improve outlet's business performance; building a global bartending community and ultimately consumers experiencing a great drink each time, everywhere. Another aspect of his engagement was to build the On-Trade Channel Capability and deliver mixology experiences at India's key On-Trade venues & brand events.

As a consummate beverage educator, Jacob conducts sessions that take novices from tameness to confidence and enthusiasts from confidence to sophistication. His engaging personality, relaxed presentation style and extensive knowledge is further enhanced by a sense of humor that delights and entertains his audience.

Jacob's impeccable credentials, keen knowledge & passion for fine-wines, Champagnes, Cognacs & Single Malts led him to pursue a career with luxury label Moët Hennessy as a Brand Ambassador. He is a certified sommelier and has successfully completed three levels with WSET UK in Wines and WSET UK Level-2 in Spirits. He has widely traveled around the globe and his mentoring skills are complemented by an intuitive palate, which he hones at every opportunity.

Spirited, a hardcore gastronome and true 'Bon Vivant', Jacob loves to travel, collect antiques. In his spare moments he indulges with books or bond with family over short trips around Mumbai.